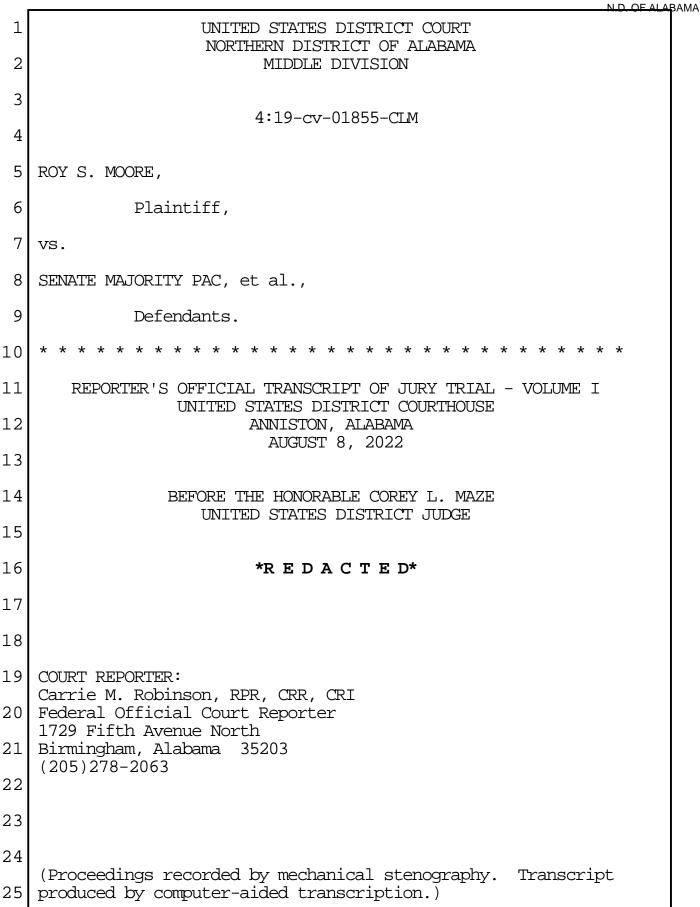
2022 Oct-04 PM 02:28 U.S. DISTRICT COURT



-	2
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21	
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## PROCEEDINGS

2 August 12, 2022

12:03 p.m

THE COURT: This is 4-19-CV-1855, Moore versus SMP and Waterfront Strategies. We are here before jury qualification and voir dire just to handle any last-minute matters.

The first one is I over the weekend received a note from the defendants with Mr. Moore copied that they are withdrawing their objection to Terry White as a witness in Moore's case in chief. Is that correct, Mr. Ragsdale?

MR. RAGSDALE: Yes, sir, it is.

THE COURT: All right. So as you can see on the screen now, I have moved Terry White into Moore's facts and damages witness list. I also issued a ruling this weekend. I read both parties' submissions on the punitive damage issue, and I agree with the defendants that the statute is clear, you have to make a written demand on the defendants — and it very specifically says "defendants" — at least five days before filing the complaint. That was not done. So the statute requires that I preclude punitive damages.

I assume, Mr. Wittenbrink, you would like to at least lodge an objection just to preserve it for the record?

MR. WITTENBRINK: Just to preserve it for the record, yes, Your Honor.

THE COURT: All right. It is preserved.

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I also issued rulings on all of what I believe the
   remaining outstanding objections to exhibits were. Are there
   any that I have missed? Is there any document number that I
   need to look at, or are we good?
             MR. RAGSDALE: I must look to my exhibit geniuses,
   but I think we are covered.
             MS. JOHNSON:
                           I believe we are good, Your Honor.
             THE COURT: Good. So all I want y'all to do --
   and doesn't have to be right now, although, if y'all work on
   it once I step out, that would be great. If by the time we do
   opening instructions and statements, if Mr. Wittenbrink would
   have a list of exhibits that are either joint exhibits or
   exhibits I have ruled to be admissible in case in chief so
   that you can read that off before the first witness, then we
   are just going to mass move them all in and that will speed
   along trial significantly.
             So like I said, that doesn't need to be done now.
   Just as long as we have it before we call the first witness.
             All right. Any other questions before I go
   downstairs and start getting everything ready?
             MR. RAGSDALE: I apologize, Your Honor. There are
   two issues that I do need to raise.
             THE COURT:
                         Okay.
             MR. RAGSDALE: First of all, we would ask for a
   motion in limine on this issue. We did not raise it.
25
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```
1
   sorry.
 2
             THE COURT: Okay.
 3
             MR. RAGSDALE: During the campaign, Mr. Moore
 4
   claimed that he had taken a polygraph.
 5
             THE COURT:
                         Okay.
 6
             MR. RAGSDALE: We have obviously not been provided
 7
   with any of that information. We would ask that he not be --
   not elicit any testimony or talk about the fact that he might
   have taken a polygraph.
 9
10
             THE COURT: All right. Mr. Wittenbrink?
11
             MR. WITTENBRINK:
                               Well --
12
             THE COURT: I'm going to go ahead and tell you I am
13
   going to grant it just because that -- we don't introduce
14
   polygraph evidence.
15
             MR. WITTENBRINK: I know polygraph evidence is not
16
   usually admissible.
17
             THE COURT: Right.
18
             MR. WITTENBRINK: I don't know if whether or not his
19
   willingness to take a polygraph would be something that he
2.0
   could talk about.
21
             THE COURT: If you want to look into that between
   now and lunchtime, I will let you do it.
23
             MR. WITTENBRINK: We will do that.
24
             THE COURT: But we are not going to let him testify
25
   I took a polygraph and it showed that I was telling the truth.
```

```
MR. WITTENBRINK: Certainly he couldn't admit the
 1
 2
   results of any polygraph.
 3
             THE COURT: And your client is standing up behind
 4
   you if you want to talk to him.
 5
             Yes, sir?
 6
             MR. MOORE: I am not standing up to talk to him.
 7
             THE COURT: Oh, okay.
 8
             MR. MOORE: I have got to go --
 9
             THE COURT: Oh, you are fine. Go ahead.
10
             But, obviously, I mean, the best evidence is going
11
   to be he's going to be on the stand, and they are going to get
12
   to judge his credibility here, so.
13
             MR. WITTENBRINK:
                               Sure.
14
             THE COURT: All right. The judge issue is the other
15
   one, I assume.
16
             MR. RAGSDALE:
                            No.
             THE COURT: No. Oh, so it's two completely new
17
18
   things.
19
             MR. RAGSDALE: This is not new, Your Honor. You had
2.0
   ruled, obviously, in a motion in limine that comments about
21
   defense counsel or the defense is off limits.
22
             THE COURT:
                         It is.
23
             MR. RAGSDALE: I just wanted to make it clear that
   that would include the size of our relative law firms, the
24
25
   size of our trial team, how many people we have here --
```

```
1
             THE COURT: Right.
 2
             MR. RAGSDALE: -- those kind of comments, which we
 3
   think --
 4
             THE COURT: Yeah, just don't make comments -- if you
 5
   want to say, I'm a small town attorney from Louisiana or
 6
   whatever, just let's not do a comparison between the two,
 7
   like, the Army has come to get us.
             MR. WITTENBRINK:
 8
                               I understand that, Judge.
 9
   kind of surprised Mr. Barry brought it up since he was the one
10
   that brought it up. I asked him how many people were on his
11
   team, and he told me 300. I thought that was a pretty amazing
12
   reply.
13
             THE COURT:
                         That's a big team.
14
             MR. WITTENBRINK: I don't see 300 people here, but
15
   that's a pretty big team.
16
             THE COURT: What is fair, obviously -- and I am
17
   hoping y'all work this out over the weekend -- to talk about
18
   the amount of money spent by defendants, et cetera. If we are
19
   going to do comparison in size, that's where it is relevant,
2.0
   not on the trial teams.
21
             MR. WITTENBRINK: Yes, Your Honor.
22
             MR. RAGSDALE: I'm sorry. I don't mean to
   interrupt.
23
24
             THE COURT: You're fine. Go ahead.
25
             MR. RAGSDALE: And the last issue is on the judge
```

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1
   issue.
           Frankly, I thought about what your comment was, and
 2
   we withdraw any request for any kind of instruction.
 3
   obviously think it is improper for him to call him "judge,"
   but if he's going to call him "judge" or his witnesses are
 4
 5
   going to call him "judge," we don't think there should be any
 6
   further comments.
 7
             THE COURT: All right. Based on the defendants'
 8
   withdrawal of their request for an instruction, I am not going
 9
   to give one. We are going to stand with the same rules. I
10
   will not refer to him as Judge Moore. The defendants will
11
   not. But if you do, you do. I understand having lived in
12
   this area a long time that that is what people call Roy Moore
13
   who know Roy Moore is Judge Moore. So even if you didn't do
14
   it, I know witnesses will, so -- and we will learn pretty
15
   quickly in voir dire what the jurors already knew going in,
16
   all right?
17
             MR. WITTENBRINK: All right.
18
             THE COURT: We are good to go.
19
             MR. RAGSDALE: That's all we had, Your Honor.
20
             THE COURT: Anything from the plaintiff's side?
21
                               Judge, I had made a large
             MR. WITTENBRINK:
22
   objection motion in limine earlier. You Honor said that you
23
   would just stick to the rules.
24
             THE COURT: Yes. I think that's --
25
             MR. WITTENBRINK:
                               That's just a general objection.
```

```
That's right. Obviously if you think
 1
             THE COURT:
 2
   something happens in the moment that you need to object to,
 3
   you object --
 4
             MR. WITTENBRINK:
                                Thank you.
 5
             THE COURT: -- and I will rule in the moment.
 6
             MR. WITTENBRINK: All right.
 7
             THE COURT: All right. Y'all can be seated.
 8
   going to go downstairs. We have entered the pretrial order,
 9
   so everything is set.
10
             All right. Anything else before I head downstairs?
11
             If y'all will wait here, we will send somebody to
12
   get you as soon as the jury is qualified and we are ready for
13
   y'all to come set up at the tables.
14
             Do you remember how you were seated and how to get
15
   in there?
16
             MR. RAGSDALE: Yes, sir.
17
             MS. JOHNSON: Yes, Your Honor.
18
             THE COURT: All right. We are off the record.
19
      (Voir dire proceedings contained in a separate transcript)
                                 ***
20
21
22
23
24
25
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PROCEEDINGS
 1
 2
   August 8, 2022
                                                       12:18 p.m.
 3
        (Jury not present)
 4
             THE COURT: Y'all can stay seated.
 5
             I am assuming you are ready to talk about what we
   needed to do on the record?
 6
 7
             MR. WITTENBRINK: Yes, Your Honor.
 8
             THE COURT: Okay. Mr. Wittenbrink, what have you
 9
   got?
             MR. WITTENBRINK: Well, a couple of things real
10
   quick. There's some confusion about Exhibit 27.
11
12
             THE COURT:
                         Okay. 27.
13
             MR. WITTENBRINK: So 27 was marked out -- I think
14
   there is a contradiction between the PowerPoint and the --
15
             THE COURT: Hold on a second. Let me pull up 27 on
16
   my screen.
             MR. WITTENBRINK: -- and the last e-mail that we
17
18
   got. And we are thinking it is in, and they are thinking it
19
   is out. And so we have kind of got a -- since we need to give
20
   you all the exhibits --
21
             THE COURT: 27 I intended to be out. My
2.2
   understanding was is that y'all were going to talk about, over
23
   the weekend, stipulations on precise numbers of contributions,
24
   where it came from, et cetera.
25
             Did y'all get that done?
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```
1
             MR. WITTENBRINK: Okay. So we did do -- not about
 2
   contributions or where they came from. We were able to do a
 3
   stipulation with regard to how much money was spent on this
 4
   particular ad.
 5
             THE COURT:
                         Okay.
             MR. WITTENBRINK: And that's it.
 6
 7
             THE COURT: All right. So I'm looking at this.
 8
   What -- what from in here is it that you want -- is it
   basically where the funding source of Highway 31 came from?
 9
10
             MR. WITTENBRINK: Right. Where the funding -- so
11
   the treasurer would have been able to tell us, you know, where
12
   the money came from, how they spent the money, and that -- we
   have a stipulation on the actual money that came in.
13
14
             THE COURT: For the shopping mall ad.
15
             MR. WITTENBRINK: For the shopping mall ad.
16
             Your Honor, I want to reraise sort of an idea that,
17
   you know, the effort that was made in spending all of the
18
   money goes toward the veracity of the defendants.
19
             THE COURT: Well, let's do it like this.
2.0
   where you are going, and I think the best and the most
21
   appropriate way to do it is obviously -- I'm assuming --
22
   Mr. Muhlendorf is our first witness, correct? And that is who
23
   you would like to get this in through.
24
             MR. WITTENBRINK:
25
             THE COURT: Let's ask him the question about how it
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was funded. And if he want can't answer the question, I'm
 1
 2
   going to let you do it for impeachment.
 3
             MR. WITTENBRINK:
                                Okay.
 4
             THE COURT: But we are not going to move it in
 5
   wholesale from the beginning. But all the other numbers, we
 6
   are good on?
 7
             MR. RAGSDALE: Yes, Your Honor. And I would say, I
 8
   don't think there's any dispute that Highway 31 was funded by
 9
   SMP.
             THE COURT: All right.
10
11
             MR. RAGSDALE: I don't think that's -- if we need to
12
   stipulate to that, we can.
13
             THE COURT: But I think his point is a little
14
   larger, that it wasn't just SMP. There were two or three
15
   different entities, and it was about four or five million, if
16
   I remember right.
17
             MR. WITTENBRINK:
                                That's right.
18
             THE COURT: Let's ask him and see what he says.
                                                               And
19
   if he says he doesn't remember or he needs to have his
2.0
   recollection refreshed, then you can go that way.
21
             MR. WITTENBRINK: Thank you, Judge.
22
             THE COURT: All right.
23
             MR. WITTENBRINK: And then the last thing was, you
24
   know, I understand that you are letting Leigh Corfman come to
25
   testify in the case.
```

1 THE COURT: Correct. 2 MR. WITTENBRINK: And so the original objection to 3 Leigh Corfman was that she could not be relevant to a mall ban for soliciting sex. 4 5 THE COURT: True. Well, she --6 MR. WITTENBRINK: And so reports of Leigh Corfman 7 being assaulted were, we thought, relevant for damages, and I 8 thought that's where we had left it that, you know, that she 9 was relevant for damages. In other words, his reputation had 10 been damaged already by allegations of the women that were 11 reported in the news. 12 That's part but not all of it. Part of THE COURT: 13 their defense is that when they use the term "soliciting sex," 14 their intention and what they believed the reasonable viewer 15 would take it as was not necessarily walking up to someone and 16 saying, I want to have sex right now, but being a pattern that 17 started with what might seem more innocent and progressed and 18 that that was consistent with the Corfman allegation. 19 MR. WITTENBRINK: Okay. 20 THE COURT: And for that purpose, it would be 21 relevant. 22 MR. WITTENBRINK: Well, so two things: The first 23 thing is, you know, Corfman never alleged he asked for sex. 24 She just said he assaulted her, basically. There was no

solicitation involved.

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The second thing is that -- and so it is not consistent with some kind of solicitation for sex. But then the second thing is that, you know, Corfman didn't allege a long process, didn't allege, you know, several steps involved or anything like that. And then, you know, so her testimony also wouldn't be relevant for that either.

In other words, it is not about a pattern of grooming with Ms. Corfman. This is just an attack. And it is an attack that's been litigated for nine days in another court, and we did get a verdict, as confusing as it is. But I would say if we have got to let her testify at all, then we at least have to bring in the results of what happened the last time she testified. Unless -- I mean, so that's my issue with They had a nine-day trial with Ms. Corfman and had, you know, tons of other people and all that kind of stuff, and it was three rings. And I don't think you want -- I thought -so I thought we had narrowed this down to this particular defamatory statement. In fact, that's the way I read your rulings. And so that's why the Leigh Corfman reports are relevant but not for the truth but for the fact that they damaged Judge Moore's reputation, and then how do you get past that?

THE COURT: All right. Mr. Ragsdale, response.

MR. RAGSDALE: Well, they are also relevant to actual malice, Judge.

THE COURT: Right.

2.0

MR. RAGSDALE: If you know there are allegations that he sexually molested a 14-year-old, it makes going up to a 14-year-old in the mall different than if it is somebody you have never had those kind of allegations involved with or how you view it. So the fact that these previous reports -- you know, those articles are all going to come in, right? Those reports are already going to come in. I will say this: We are -- we are uncertain about whether we are going to call Ms. Corfman. That kind of depends on whether or not Mr. Moore launches into an attack on Ms. Corfman as part of his case in chief. If he does, then I think she's entitled to defend herself and come in and testify.

If all that comes in is here are the reports, he denies it, I am not sure we would call Ms. Corfman. But, you know, if it -- if they want to attack her credibility or her believability or whatever it might be, I think we are entitled to call her as a witness.

If, on the other hand, all we do is the reports, here is what they are, but I think those are all relevant to actual malice, Judge, that we were aware of these allegations days and days before we ran that ad. It doesn't just come out of the blue that we run an ad that says he approached a 14-year-old.

THE COURT: All right. Then we can revisit it,

then, at the close of the case in chief. 1 2 MR. WITTENBRINK: One more thing, Judge, just in 3 response to what Mr. Ragsdale said. 4 So Ms. Corfman's credibility, unless there's 5 evidence that the defendants, before they ran this ad, spoke 6 to Ms. Corfman personally or had someone interview her 7 personally, then I think that that is right out. In other words, they can't say reasonable reliance based on Ms. Corfman sitting here talking to everybody because that's a completely 9 different kind of --10 11 THE COURT: But certainly they did not view her 2022 12 testimony before they ran the ad. 13 MR. WITTENBRINK: Right. And they didn't -- or did 14 they speak to her even. I mean, none of that stuff had 15 happened. They didn't have her testimony. They didn't have 16 sworn testimony. They had reports in the newspaper before 17 they ran the ad, and that's what we had. 18 And so to allow her to come, clearly Ms. Corfman's 19 sitting here before this jury is retrying those issues of that 20 allegation of assault from 40 years ago as opposed to two 21 women came from 40 years ago and said Mr. Moore assaulted them -- that's what was reported in the paper -- and how 22 reasonable their reliance is on that. 23 24 THE COURT: All right. Let's take it up -- after

the case in chief, we will bring this back up.

In the

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1
   meantime, let's not have either side say in opening statements
 2
   that you are going to hear from --
 3
             MR. WITTENBRINK: Right, okay.
             THE COURT: -- either of them because we haven't
 4
 5
   made that final decision yet, understood?
 6
             MR. RAGSDALE: Understood.
 7
             MR. WITTENBRINK: Yes, Your Honor.
 8
             THE COURT: All right. Anything else?
 9
             MR. RAGSDALE: Yes, Your Honor, only because we had
10
   mentioned the polygraph. Mr. Wittenbrink, I think, reserved
11
   the right to make an argument or at least maybe bring cases or
12
   something?
13
             THE COURT: Yeah, if you want to make any arguments,
14
   like I told you Friday, I'm not going to just allow you to
15
   say, Here are the results of a polygraph, but if he got up and
16
   testified I would be willing to take one, that's different.
17
             MR. WITTENBRINK: Or that he was willing and did
18
   take one, not talk about the results, but say that he brought
19
   himself forward to do that. And, again, you know, it's more
2.0
   about Judge Moore's sincerity and his willingness to be
21
   examined to any degree, including a polygraph, you know,
22
   however that's admissible or not admissible, this is what he
23
   was willing to do.
24
             THE COURT: All right. I think the line is you can
25
   get up to the point of saying I was willing to and subjected
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myself to it, but we are not going to introduce any results.
 1
 2
             MR. WITTENBRINK:
                               Okay.
 3
             THE COURT: All right? Mr. Ragsdale looks --
 4
             MR. RAGSDALE: I except to that ruling, but, I mean,
 5
   the problem with that, Your Honor, is --
 6
             THE COURT: It begs the question or the answer of
 7
   what it was.
 8
             MR. RAGSDALE: Right. And we have never seen those
   results, don't know anything about the examiner. I mean --
 9
10
             THE COURT: But I do think that it is -- well,
11
   because he's not going to be able to say what the results
          I think it is fair for him to say there has never been
12
   were.
   a moment when I wasn't willing to tell everyone what my story
13
14
   was and to sit down and testify or do anything else. Like, I
15
   have not been hiding it.
16
             MR. RAGSDALE: I'm fine with all of that.
17
   troubled by the word "polygraph." You know that lie detector
18
   sends a different message to a court. I understand Mr. Moore
19
   is going to say, I've denied it from the beginning. I have
20
   always been willing to tell people my story. I have never
21
   backed away from that.
22
             But throwing out that word is prejudicial to the
   defendants under these circumstances.
23
24
             THE COURT: All right. Your first two witnesses are
25
   going to be Mr. Muhlendorf and Mr. Poersch?
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MR. WITTENBRINK: That's correct.

2.0

THE COURT: All right. During the break, Mindy and I will -- if you want to submit to me anything, what the current 11th Circuit rule on discussing the polygraph or if you can either say the word or not versus the results, please send it. Otherwise, we will have something for you during the next break.

MR. RAGSDALE: Okay. The only other thing -- and I may let Ms. Velez address this, Your Honor. We believe there's already been a ruling on the total expenditures by Highway 31 that -- and in fact, Mr. Wittenbrink just said, This is only about one ad.

THE COURT: All right.

MR. RAGSDALE: But he wants to make it about money that was spent on things completely unrelated to this ad, including get-out-to-vote efforts, voter-registration efforts, any of those kind of things. And we believe there's been a -- and I just said I was going to let her speak. I'm sorry.

MS. VELEZ: Yes, Your Honor. If I may, I think that allowing for evidence of all of Highway 31 spending, for example, speaks to your prior rulings on the digital advertisement, for example, Priorities, parties who have been dismissed from this case. And I think Exhibit 27 illustrates the 403 argument that we had made. It's talking about dark money, about overall spending, you know, the volume of

spending in the state of Alabama, and it goes far beyond the spending on this actual television ad, which I think that we were hoping that the jury would be limited in their exposure to.

THE COURT: I think what we are going to do and what I had said is limit your questioning just to sort of an overall -- clearly, this was a group of people who were against my client. You spent approximately four million or whatever and just leave it. Let's not get into specifics about how many ads, what the ads said, et cetera. I'm going to give you the right to at least ask the -- again, the relevant point is that the defendants -- you're going to attack their veracity or you are going to that they had a reckless disregard for truth because they wanted to win.

MR. WITTENBRINK: Right.

THE COURT: I am going to let you get close enough to the line to ask: Isn't it true that you essentially conspired together to spend X million dollars, and part of that you spent this exact amount on this one ad?

MR. WITTENBRINK: That's correct.

THE COURT: And we are not going into any other ads. You can't talk about what the other ad said or how much those ads cost, et cetera. So a very generic, you teamed up, but then after that, everything else has to be about this one ad. Understood?

```
1
             MR. WITTENBRINK: Yes, Your Honor.
 2
             THE COURT: And if he steps over that line,
 3
   Mr. Ragsdale, I know you will object.
 4
             MR. RAGSDALE: I'm trying not to be troubling.
 5
             THE COURT: It's fine.
             MR. RAGSDALE: But this is one organization.
 6
 7
   didn't conspire with anybody else. I mean, that argument is
 8
   the argument that they conspired or whatever with --
 9
             THE COURT: I don't mean it in the conspiracy as in
10
   a crime or a civil conspiracy. I just mean -- his point is
11
   going to be that Highway 31 was created to run attack ads
12
   against my client. That's all I mean.
13
             MR. RAGSDALE: Okay. The last thing, Your Honor:
14
   We would invoke Rule 615, sequestration.
15
             THE COURT: All right. Is anyone in here scheduled
16
   to testify as a witness?
17
             MR. RAGSDALE: I'm sorry. This is our client.
                                                             The
18
   one person I don't want --
19
             THE COURT: He is excepted from the rule, obviously,
   as Mr. Moore is excepted from the rule.
20
21
             MR. RAGSDALE: Thank you, Your Honor.
22
             THE COURT: All right. Anything else?
23
             MR. WITTENBRINK:
                               I think that's it, Judge.
24
             THE COURT: All right. So we are going to bring
25
   them in.
             I am going to do opening instructions first and
```

```
1
   then, Mr. Wittenbrink, I assume you are going to give opening
 2
   for the plaintiff?
 3
              MR. WITTENBRINK: Yes, Your Honor.
 4
              THE COURT: Mr. Ragsdale for the defendant?
 5
              MR. RAGSDALE: Yes, sir.
 6
              THE COURT:
                          Okay. Are y'all ready?
 7
              MR. RAGSDALE: You bet.
 8
             MR. WITTENBRINK: Yes, Your Honor.
 9
              THE COURT: All right. Let's bring them in.
10
         (Brief pause)
11
              THE COURT: If the openings get to 20 minutes, I
12
   will just give you just a warning of something, like, two or
   three minutes.
13
14
              MR. RAGSDALE: I don't own a watch, so it is a
   little bit hard for me --
15
16
              THE COURT: I'll do that.
17
             MR. RAGSDALE: Okay.
18
         (Discussion off the record)
19
         (Jury in at 12:35 p.m.)
20
              THE COURT: I'll tell you the same joke I tell all
21
   my jurors: I don't care where you sit, but I have determined
22
   that this is like Baptist church, the moment you pick that
23
   chair the first time, you end up sitting there the whole week,
24
   so choose wisely.
25
              Everybody can be seated.
```

```
1
             I will tell you the witness sits here (indicating),
 2
   so that podium will go away. So when the witnesses are
 3
   testifying, they will sit here, if that makes your choice any
 4
   different.
 5
             I hope you enjoyed lunch. My favorite lunch is a
 6
   free lunch, so hopefully y'all enjoyed that part of it.
 7
             All right. Mr. Wittenbrink, are you ready?
 8
             MR. WITTENBRINK:
                               I am, Your Honor.
 9
             THE COURT: Mr. Ragsdale, is the defendant ready?
10
             MR. RAGSDALE:
                            Yes, sir.
11
             THE COURT: All right. Ladies and gentlemen, now
12
   that you have been sworn in, I am going to explain to you some
13
   basic principles about a civil trial and about your duty as
14
            These are preliminary instructions. I am going to
15
   give you more detailed instructions at the end of the trial.
16
             It is your duty to listen to the evidence, decide
17
   what happened, and apply the law to the facts. It is my job
18
   to prevent -- or to provide that law to you. And you must
19
   follow the law that I give you, even if you disagree with it.
20
             You must decide the case only on the evidence that
21
   is presented here in the courtroom. Evidence comes in many
22
   forms. It can be testimony about what someone saw, heard, or
23
   smelled. It can be an exhibit. It can be a photograph. It
24
   can be someone's opinion. Some evidence may prove a fact
25
   indirectly. So I will give you an example. Let's say that a
```

2.0

witness saw wet grass outside and people walking into the courthouse carrying a wet umbrella. That is indirect evidence that it was raining outside.

In other words, that witness didn't see it was raining, but the wet grass and the wet umbrellas is indirect evidence that it was raining outside. We call this kind of evidence "circumstantial evidence." It's simply a chain of circumstances that could prove that an event or a fact happened. As far as the law is concerned, there is no difference between direct or indirect, that is, circumstantial evidence. You can choose to believe or disbelieve either kind. Your job is to give each piece of evidence whatever weight that you think it deserves.

Now, during the trial, you are going to hear certain things that are not evidence, and you cannot consider those things. The first one is the lawyers' statements and their arguments.

In a few minutes, you are going to hear opening statements, and what they say during that time is not evidence. The lawyers are going to get up and discuss the case. And those remarks could help you follow what the case and the arguments are going to be. But the remarks themselves are not evidence, and you shouldn't let them play a role in your deliberations at the end of the case.

Second, the lawyers' questions and their objections

2.0

are not evidence. Only the witnesses' answers are evidence. So don't decide that something is true just because a lawyer's question suggests that it is true. For example, if a lawyer asked a witness: You saw Mr. Jones hit his sister, didn't you? That question is not evidence that Mr. Jones did or didn't hit his sister, unless the witness agrees or disagrees with it.

Again, it is the witness' answer, not the lawyer's question that is evidence.

Now, there are certain rules of evidence that control what I can receive into evidence and what I cannot. When a lawyer asks a question or presents an exhibit, the opposing lawyer may object if he thinks the rules of evidence don't allow that exhibit.

If I overrule the objection, then the witness can answer the question or the exhibit can be admitted. If I sustain the objection, then the witness cannot answer the question and the Court will not receive the exhibit.

If I sustain an objection to a question, you must ignore the question and not try to guess what the witness would have answered.

Now, sometimes I may disallow evidence, which I call striking evidence that you have already heard and order you to disregard it.

In other words, if a witness answers a question and

someone objects and I say "sustained, strike the answer," then you cannot consider what that witness just said.

Now, there are certain types of evidence that I could allow for a limited purpose. When I instruct you that I have admitted an item of evidence for a limited purpose, you must consider it for that purpose and nothing else.

To reach your verdict, you are going to have to decide which testimony you believe and which testimony you don't believe. You may believe everything that a witness says, you can believe part of what a witness says, or you can believe none of it.

When considering a witness' testimony, you may consider the witness' opportunity and ability to see, hear, or know the things the witness is testifying about, the witness' memory, the witness' manner while testifying, any interest the witness has in the outcome of the case, any bias or prejudice the witness might have, any other evidence that contradicts the witness' testimony, the reasonableness of what the witness testified to in light of all of the evidence and any other factors that affect believability.

Now, when we get done at the end of the trial, I am going to give you additional guidelines for determining a witness' credibility.

Now, like I told you earlier, this is a civil case, so to help you follow the evidence, I'm going to again

summarize what this case is about and I'm going to play for you the advertisement in question.

The plaintiff in this case is Roy S. Moore. The defendant Senate Majority PAC is a federally registered political action committee, and Defendant Waterfront Strategies is a media buying firm.

Moore has sued SMP and Waterfront for creating and airing a political advertisement called "the shopping mall ad" that Moore says defamed him and placed him in a false light.

Moore was a candidate for the United States Senate during the 2017 special election. On November the 9th, 2017, The Washington Post published an article that detailed four women's allegations about Moore.

One accused Moore of sexual assault when she was 14 and he was 32. The other said that an adult Moore approached or dated them when they were teens.

Over the next few weeks, other media outlets published reports that Moore acted inappropriately towards teenage girls, including allegations from additional women.

One of the allegations was that Moore's conduct resulted in Moore being banned from the Gadsden Mall.

The defendant started airing the shopping mall ad on November 27, 2017, 18 days after the initial Washington Post article.

I will now play the shopping mall ad for you.

(Video played)

THE COURT: Moore's lawsuit focuses on the juxtaposition, which means the combination of these two quotes: Moore was actually banned from the Gadsden Mall for soliciting sex from young girls. One he approached was 14 and working as Santa's helper.

Moore denies that he solicited sex from any girl at the Gadsden Mall, including a 14-year-old working as Santa's helper, and he denies that he was banned from the Gadsden Mall.

Moore alleges that when the defendants combined these quotes, they created a false statement that defamed him and put him in a false light.

Moore seeks compensatory damages for the emotional distress and mental anguish that the defendants' ad caused.

The defendants say that Moore's claims fail for any of these reasons: First, the shopping mall ad was true or it was substantially true. Second, the defendants did not publish the ad with actual malice because they did not know and had no reason to know that the statement was false.

Third, the shopping mall ad did not harm Moore because many media outlets had already published similar allegations about Moore. And, fourth, Moore cannot prove that his emotional distress and mental anguish was caused by the shopping mall ad as opposed to other similar ads and articles about the

allegations.

Now I am going to briefly tell you about the burden of proof. Please know that I will give you more detailed instructions about the parties' burdens in my final instructions after you have heard all of the evidence.

Moore is the plaintiff. And with one exception that I will discuss shortly, he has the burden of proving his case by what the law calls a preponderance of the evidence. That means that Moore must prove that in light of all of the evidence, what he claims is more likely true than not.

And here's the easiest way to think about it: If you could put all of the evidence that favors Moore's position on one side of the scale and you put all of the evidence favoring the defendant's position on the other side of the scale, Moore needs to tip the scales in his favor.

If the scales tip in Moore's favor, then he has proved that fact by a preponderance of the evidence.

If it doesn't tip at all or it tips in the defendants' favor, then Moore has failed to meet his burden.

To decide whether any fact has been proved by a preponderance of the evidence, you may, unless I instruct you otherwise, consider the testimony of all of the witnesses, regardless of which party called that witness, and all exhibits that the Court has allowed, regardless of which party brought that exhibit.

After considering all of the evidence, if you decide that a claim or a fact is more likely true than not, then the claim or fact has been proved by a preponderance of the evidence.

Now, I told you there was one exception. Because the law considers Moore a public figure, he must prove that the defendants acted with actual malice when they aired the shopping mall ad.

To prove that the defendants acted with actual malice, Moore must prove that when the defendants published the shopping mall ad, they knew that a statement in the ad was false or that they recklessly disregarded whether the statement was false.

And, again, the statement at issue in this case is the combination of those two quotes that I showed you earlier.

Moore must prove actual malice by clear and convincing evidence, which is a degree of proof that is greater than a preponderance of the evidence. Clear and convincing evidence is proof that establishes that it is highly probable that when the defendants published the shopping mall ad, they knew that the combination of the quotes was false or they acted with reckless disregard as to whether it was false or not.

The defendants have pleaded the affirmative defenses of truth and substantial truth. This means that if the

defendants prove to your reasonable satisfaction from the evidence that the statement they made in the shopping mall ad was true or substantially true, then Moore cannot recover. I will give you a more detailed definition of substantial truth in my final instructions.

Now, when you are serving on the jury, you cannot talk with anyone about anything related to the case. You can tell people that you are a juror, and you can give them information about when you are going to be in court. In other words, you can call your employer and say, hey, I'm going to be here serving all week on the case, or you can call your wife and say, I will be home at 6:00 or 7:00 o'clock tonight. What you can't do is talk about what you heard in the case that day. Do y'all understand the difference?

All right. It is even stricter than you think. You can't talk with each other about the case during the trial either. You want to make sure that you have heard everything, all of the evidence, the lawyers' closing arguments, and my instructions on the law before you begin deliberating. You should keep an open mind until the end of the trial.

Premature discussions may lead to a premature decision.

Now, in this age of technology, I want to emphasize that in addition to not talking face to face with anyone about the case, you cannot communicate with anyone about the case by any other means. That includes e-mails, text messages, phone

calls, and the internet, including social networking websites and apps such as Facebook, Instagram, Snapchat, TikTok, and all of the other ones I'm not cool enough to know about.

The point is pretty simple: Don't use technology to talk about the case or disclose facts about the case. And by the same token, don't use technology to look up or do any of your own investigation about the case either, which means don't use Google or any search online or offline to find information about the case or the parties or the law.

Don't read or listen to the news about this case.

Don't visit anyplace related to the case or research any fact, issue, or law related to the case. The law forbids jurors to talk with anyone else about the case and forbids anyone else from talking to you about the case. It's very important that you understand why these rules exist and why they are so important.

You must base your decision based only on the testimony and other evidence that is presented here in the courtroom to you this week.

It would not be fair to the parties if you base your decision on any information that you acquire outside the courtroom.

For example, the law often gives or uses words and phrases in special ways, so it is important that any definition that you get comes only from me and not from any

other source.

Again, only you eight jurors can decide the verdict in this case.

The law sees only the eight of you as fair, and you are the only eight that have taken the oath to be fair in this case. That means literally no one else is qualified to render a verdict in this case, and that includes me.

You are the only eight that can do it, so we need to make sure that you follow the rules so that you can.

Now, if you wish, you may take notes to help you remember what the witnesses say. If you do take notes, please don't share them with anyone else until you go to the jury room to decide the case. And don't let your note-taking distract you from paying attention and carefully listening to and observing the witnesses.

When you leave the courtroom, you should leave your notes hidden from view in the jury room. In other words, at the end of each day, the room you just came out of, we are going to lock those doors. So you can just take them and leave them in there on the table each night and they will be just where you left then when you come back the next day.

Remember, when you are taking notes, you should rely on your memory of the testimony. Your notes are only there to help your memory. They are not entitled to any greater weight than your memory or the impression of the testimony.

2.0

Now, let's walk through how the trial works. First, each side may make an opening statement, but they don't have to. Remember, opening statements are not evidence, and it is not supposed to be argumentative. It's just an outline of what each party believes that they will prove during the trial.

Next, Mr. Moore will present his witnesses, and he will ask them questions. After he presents or questions the witnesses, the defendants may ask the same witnesses questions. This is what we call cross-examining a witness. Then, the defendants will present their witnesses, and Moore may cross-examine them.

You should base your decision on all of the evidence, regardless of which party called the witness or presented the exhibits.

After all the evidence is in, the parties' lawyers will present their closing arguments to summarize and interpret the evidence for you, and then I will give you instructions on the law. At that time, you will go to the jury room and deliberate.

Now, one other thing that I haven't stressed, or at least if I have, not stressed enough, I told you from the beginning we will probably be here all week. During that time, I have instructed the parties and their attorneys and others not to speak to or interact with you. So if there

comes a time during the week where you are coming in the door with one of the attorneys or parties and they don't talk to you or they kind of walk away, it is not because they are mean. It is not because they don't like you or are acting like a jerk. If you want to think that, it's my fault. I told them to do it. And let me explain why. What I don't want to have happen is something innocent where an attorney for one party is holding the door for you and you say "good morning." While that is totally innocent and a very Southern thing to do, the other side might see it and wonder if you are saying something to that party that is inappropriate. So I have instructed them just not to interact with you while the case is going on.

Does everybody understand? Very good.

So now at this time, I am going to turn the case over to the parties' attorneys. They are going to give their opening statements now. These statements are the lawyers' view of the evidence or what they anticipate that the evidence will be. Remember that what the lawyers are about to say to you is not evidence in the case.

Mr. Wittenbrink, are you ready?

MR. WITTENBRINK: I am, Your Honor.

THE COURT: All right. The floor is yours.

MR. WITTENBRINK: Would you prefer me to stand in a certain place, Judge.

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1
             THE COURT: We have created that space for you so
 2
   that you will not be blocked.
 3
             MR. WITTENBRINK:
                               Thank you.
 4
             THE COURT: Thank you. And you may proceed.
 5
             MR. WITTENBRINK: Good afternoon, ladies and
 6
   gentlemen of the jury. I'm glad you are here this afternoon.
 7
   I hope you had a good lunch.
 8
             I hope you know that it is very important what you
   are doing. You really represent the best part of America, and
 9
   we come before a jury to have you decide these cases so I am
10
11
   glad you are here. I'm glad that you have all made the cut
12
   and you are going to decide this case for us.
13
             Madame Court Reporter, I would like to ask you to
14
   play Exhibit 1 again, please.
15
             THE COURT: Sarah, I have got it. That will
16
   probably be the easiest to do.
17
             All right. Mr. Wittenbrink, when you are ready,
18
   just tell me.
19
             MR. WITTENBRINK: Go ahead and play it.
20
             THE COURT: Hold on. Sorry. I was not -- give me
21
   just a second.
2.2
         (Video played)
23
             THE COURT: I am going to replay it. Now we are
24
   ready.
25
          (Video played)
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MR. WITTENBRINK: So what we believe the evidence is going to show you after we are finished is that absolutely none of that advertisement is true. Not a word.

We are going to bring to you witnesses who know Roy Moore, who have known him for many years, who know his character, who know his reputation. We are going to bring several law enforcement officers and people who have worked at the Gadsden Mall for many years, and they will tell you he was never banned from the Gadsden Mall. He was never banned, and he was never banned for soliciting sex at the Gadsden Mall. He was never banned for soliciting sex from young girls. We will show you evidence that this advertisement was very carefully crafted, constructed, put together in a very deceptive manner. And when you see the actual source material that the parties have used to put this ad together, you will see exactly how the deception was created.

We will tell you that -- we will bring evidence that the 14-year-old girl involved, no one solicited sex from her. No one approached her for sex. It was an innocent transaction, and we will tell you it was never said before 40 years later that anything like that ever happened.

We will show you that the way that they changed the words, even in the sources that they used, make it not only deceptive but clearly that they knew what they were doing and that they knew that what they were doing was making an ad that

was not true.

We are going to bring you people who have known Roy Moore all his life, who care about him, and can tell you what kind of damage this advertisement did.

It is a heinous thing to accuse someone of soliciting sex from young girls. It's a heinous thing to accuse someone of approaching a 14-year-old girl for sex. And if it is not true, then I believe that you will render a judgment accordingly.

What we will also bring is evidence of how much effort -- you know, Roy Moore was running for the Senate in 2017. His popularity and his reputation was at its zenith. And we will show you the evidence that 32 days before the election, this campaign of smears came out. And we will show you evidence that the defendants set up an organization for this specific ad and for other ads, and they spent a lot of money and they have a lot of incentive.

We will bring you evidence to show the story of Roy Moore. You know, Roy Moore was a good person. We will bring you evidence to show that he accomplished things in his life, that he did good things in his life, that he had a good reputation until these things came about. And we will show you the difference between this advertisement and the other things that were alleged about Roy Moore, the difference that this advertisement made, and the difference that this damage

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1
   that this advertisement caused to his reputation, and that --
 2
   we will bring you evidence to show that even though he was far
 3
   ahead in the election race before this, that afterward, he
 4
   lost the race by a small margin and that the effect of these
 5
   advertisements being run caused him to lose that election and
 6
   to lose his reputation forever probably.
 7
             I want to thank you for being here. I want to thank
 8
   you for your time and your patience. And I intend to show you
   that all of the things I am telling you are the truth.
 9
10
             Thank you very much.
11
             THE COURT: All right. Thank you, Mr. Wittenbrink.
12
             Mr. Ragsdale.
13
             MR. RAGSDALE: Thank you, Your Honor.
14
             THE COURT: Mr. Ragsdale, do you intend to use the
15
   monitor at all?
16
             MR. RAGSDALE:
                             I do.
17
             THE COURT: All right. I'm going to give y'all
18
   control now -- or Sarah has got it. You may proceed.
19
             MR. RAGSDALE: Thank you.
                                         I appreciate it.
20
             Good afternoon. I have introduced myself about a
21
   hundred times, but I'm Barry Ragsdale. I represent the
22
   defendants in this case along with my two co-counsel who are
   seated there with me at the table.
23
24
             I represent Senate Majority PAC, or SMP, and
25
   Waterfront Strategies. SMP is, as I think the judge has told
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you, a political action committee.

Mr. J.B. Poersch, who I would like to stand here, if you don't mind, is the president of SMP, and you will hear from him testify today, I think, about what SMP did when they ran this ad, what they did before they ran this ad. And that's really what this case is about is whether or not my client in the midst of a heated political campaign had the right to run an ad that repeated allegations and accusations and published reports that had already been made. And that's very important because we are going to say — and I believe we are going to prove to you — that nothing in that ad had — was something we made up. It had all been said before. It had all been published before.

The important time frame I think -- and the judge has talked about it -- on November 9th, 2017, The Washington Post, not us, not SMP, not my clients, but The Washington Post published an article that we are going to talk about in just a minute that included allegations and accusations against Mr. Moore, and it was not until 18 days later that our ad ran on television. It started running on November 27th.

So that 18 days is very important because I am going to show you some of the things that got published, reported, and said about Mr. Moore during that time period, none of which we are responsible for. There is going to be zero evidence presented that we caused reporters to tell stories or

1 report stories. There's going to be zero evidence that we 2 caused these women to come forward. We didn't. We ran a 3 political ad in a political campaign, which is our right under the First Amendment to the Constitution. And that is what we 4 5 think we will ultimately be able to show to you. 6 Now, having said that, I want to talk about the fact 7 that this case really is going to focus on two important 8 points in Mr. Moore's life, 40 years apart. The first one is 1977. It seems like forever ago. 9 10 It does to me. But in 1977, Mr. Moore graduated from law 11 school and came to Etowah County. He was single. He didn't 12 have a girlfriend. He lived alone. He was a brand new 13 assistant district attorney, and he started hanging out at the 14 Gadsden Mall. And at that point in time, the Gadsden Mall was 15 a couple of years old, and it was probably overrun -- I don't 16 know -- but I have seen malls about that time period with 17 teenagers and young people who would hang out at the mall. 18 And so did Mr. Moore. And that, ladies and gentlemen, I will tell you is when the trouble started. 19 20 Now, I want you to flash forward 40 years. 21 2017. Mr. Moore is running for political office. He's 22 running for the United States Senate to represent all 23 Alabamians in Congress. And that is not an unusual thing for 24 Mr. Moore. The evidence is going to show that Mr. Moore is a 25 politician. He's run for office nine times, so this is his

business. It is what he does for a living. He runs for political office.

2.0

And during that 2017 campaign, on November 9th -- and that's a very important date, and you are going to hear me say it probably a hundred times until you are sick of hearing it -- but on November 9th, The Washington Post published an article.

And if we can go ahead and pull that up, Mitch.

You should be able to see it. If anybody can't see their monitor, please let us know, but you will see -- and let me just say: These articles are all going to be in evidence. You are going to have an opportunity to read every word of it, so you don't have to necessarily read them right now. You are going to have -- all of them are going to go back with you, and you will have an opportunity to look at them, read them, decide for yourself.

But on November 9th, Mr. Moore's troubles really started because on November 9th, this article appeared in The Washington Post. And this article talked about -- and you can see the headline -- it says, Woman says Roy Moore initiated sexual encounter when she was 14 and he was 32.

And ladies and gentlemen, again, I want to make it clear: My clients had nothing to do with this report coming out in The Washington Post. There's zero evidence that we planted the story or did something to somehow cause the paper

to report this, and there's going to be zero evidence that we had anything to do with these four women coming forward. So this happened independently.

This young lady whose picture you see there is Leigh Corfman, and the article says that she was 14 years old when an older man approached her outside a courtroom in Etowah County. That's Gadsden. Y'all know that. She was sitting on a wooden bench with her mother, they both recalled, when the man introduced himself as Roy Moore.

The article goes on to say, Alone with Corfman, Moore chatted with her and asked for her phone number, she says. Days later, she says, he picked her up around the corner from her house in Gadsden, drove her about 30 minutes to his home in the woods, told her how pretty she was, and kissed her.

On a second visit, she says, he took off her shirt and pants and removed his clothes. He touched her over her bra and underpants, she says, and guided her hand to touch him over his underwear.

Those are the allegations, that she was 14 and he was 32 at the time.

It goes on, She remembers that Moore kissed her and that she took off her pants -- excuse me -- he took off her pants and shirt and then he touched her through her bra and underpants. She says that he guided her hand -- his hand --

1 excuse me -- her hand to his underwear and that she yanked her 2 hand back. 3 Now, this article, as I have mentioned, appeared in 4 The Washington Post. That's obviously a newspaper that's 5 published out of Washington. It's distributed everywhere. 6 But in this article, it goes on to say that they didn't 7 publish this article until talking to more than 30 people in 8 and around Gadsden who said they knew Moore between 1977 -that's the year he got out of law school and started 9 10 coming back -- or came back to Etowah County -- and 1982. And 11 I will tell you that the evidence is going to show that in 12 1982, Mr. Moore left Gadsden for a period of time. 13 period of time we are talking about is 1977 to 1982, and that he served as a district attorney for Etowah County. 14 15 I want to say one more thing about this Washington 16 Post article. It ultimately, we believe the evidence is going 17 to show, was awarded the Pulitzer Prize, the highest award you 18 can get in journalism, for the investigation that they did. 19 And the reporters that did this report, as I said, talked to 20 more than 30 people. 21 THE COURT: Hold on a second, Mr. Ragsdale. Mr. Wittenbrink? 22 23 Judge, I do think it is MR. WITTENBRINK: 24 appropriate to interject at some point the purpose of the 25 introduction of the articles, that we have stipulated to these

1 articles being entered but that they are not offered for the 2 truth of what is in them. And that's been the limitation that 3 we have been under. I wanted the jury to understand that 4 early. 5 THE COURT: I think Mr. Ragsdale has told the 6 jury -- and if not, I am sure he will -- that the point is to 7 show the knowledge that was held by the defendants at the 8 moment they published the ad. 9 All right. You may proceed. 10 MR. RAGSDALE: Thank you. 11 Absolutely. What I am trying to talk to you now is 12 about what happened in that 18 days between this article 13 coming out and the ad that Mr. Moore is suing about? 18 days 14 of the worst publicity any human being could ever go through. 15 I will tell you that. Every newspaper, every television 16 station around the state was carrying the allegations of these women who had alleged sexual misconduct by Mr. Moore. 17 18 As these women came forward, the evidence is going 19 to show, more women started to get the courage to come 20 forward. It ended up being a total of eight women. 21 And, again, the evidence is going to show, we had 22 nothing to do with encouraging these women to go forward. 23 didn't find these women and ask them to come talk to The 24 Washington Post. We had no relationship with these women, nor

did they have any relationship with each other.

This article, by the way, in addition to talking about the sexual misconduct of Mr. Moore regarding Leigh Corfman, identified three other women. And as the judge has indicated, they didn't have the same exact experience with Mr. Moore. Instead, what they did is they had experience with him wanting to date them or asking them out on dates or kissing them or hugging them when they were teenagers. That's what the evidence was.

One of those is identified in this story as Gloria Thacker Deason. She worked in the Pizitz store. Most of y'all remember Pizitz is a department store that was in the Gadsden Mall. I think they are all gone now. And Ms. Deason went on to say that she had dated Moore on and off and that he took her to his house at least two times. She says their physical relationship did not go further than kissing and hugging.

In addition to that, there is a story in The Washington Post about a young woman named Wendy Miller, and you are going to hear from Wendy Miller testifying today. She's obviously not 14 or 16 anymore. She's grown up. But in this story, The Washington Post goes on to report that she was approached by Mr. Moore at the mall while she was working as a Santa's helper. It also says that he asked her out on a date when she was 16 years old and he was 32 years old.

So when Mr. Wittenbrink told you it was completely

innocent that he approached her at the mall, keep in mind that two years later, he asked her out on a date and her mother wouldn't let her go out on the date. In fact, it says in this quote, "Her mother Martha Brackett" -- and that was her maiden name -- "I would say you're too old for her. Let's not rob the cradle."

Now, as I said, you will hear from Wendy Miller. She will testify about her experience with Mr. Moore. You are also going to see -- and I am going to go through some of them today and you are going to probably get irritated with how many of them I do -- but I want to talk about these articles because they all, I think, establish that my client -- by the time we get 18 days down the road to November 27th, my client was reasonable in believing that these allegations, which had stacked up against Mr. Moore, which it included multiple women, which it included multiple allegations, multiple reports, sometimes talking to dozens of people before they said anything in those reports, that my client was justified and reasonable in repeating those allegations, in reporting on them so voters could make a decision. And that's ultimately what you will be called on to do.

Now, I think it's important to recognize that this

November 9th article of The Washington Post was a bombshell.

In the middle of a political campaign, this went off, and

Mr. Moore had to deal with it. And he denied the allegations.

2.0

I think the evidence is going to show that's what politicians do, but they denied the allegations. In addition to that, the reporters kept digging in. More women came forward. More women talked about the fact that Mr. Moore had a propensity for dating teenage girls. And I want you to look back to that ad -- and you are going to have an opportunity to see that ad several times, obviously. That ad has five quotations in it. Every one of those has a citation to a report that was already in the press. In other words, there are five things with quotation marks around them because they are quotes from published articles.

Now, Mr. Moore only takes issue in this lawsuit with two of them. But there are other quotes in that article which, frankly -- or in that ad which are, to me, just as disturbing. But he only takes issue in this case with two of them.

Now, you may ask yourself, Well, wait a minute. What happened with those 40 years? If he was accosting and harassing young women in 1977, why did it wait until 2017 to come out? And the easy answer for that is: Mr. Moore -- and we believe the evidence will show -- was a very powerful person. He was a district attorney. He was a judge. He was on the Alabama Supreme Court. He was not somebody that a woman who didn't know there were other women, maybe, would come forward and complain about. And we believe there's going

2.0

to be evidence that it came out at this time only because of the hard work of some reporters and then the courage that other women were able to take from the fact that some women came forward.

Now, if you could, Mitch, go to my next article.

Another article that came out talked about a second woman that Mr. Moore had sexually assaulted. This woman's name -- and the title of this article is "Woman accuses Moore of assaulting her when she was 16." This woman's name was Beverly Young Nelson. And if you see in that article -- part of it we have pulled out -- she talks about an encounter in which Moore forced himself on her in his car behind the restaurant in Gadsden. After she screamed to him to stop, she said, Instead of stopping, he began squeezing my neck, attempting to force my head onto his crotch. I continued to struggle. I thought he was going to rape me, Nelson said.

Again, that was published independently, having nothing to do with our client, before we ran the first shopping mall ad on November 27th.

The accusations kept coming. Two more women come forward with Roy Moore accusations. These women say that they also had similar encounters with Mr. Moore and that, at one point, there was an unwanted forceful kiss that left one of these women scared.

They keep coming. Four more women accused Roy Moore

of misconduct. Again, independent reporting. Nothing to do with our client. Nothing to do with the fact that we ran a shopping mall ad 18 days later. And in this particular instance, those women say they were groped, forcibly kissed, or subjected to unwanted advances.

In addition to that, there were articles in which local people in Gadsden were interviewed and talked about, not necessarily these women but other people in Gadsden, and they said, We have been hearing about this for years. We have been hearing about the fact that Mr. Moore liked teenage girls. He liked to hang out at the mall. He liked to hit on teenage girls at the mall. And in fact, those articles say locals were troubled by Roy Moore's interactions with teen girls at the Gadsden Mall.

This particular article says, This past weekend, the person who wrote the article messaged or spoke with more than a dozen people, including a major political figure in the state, who told me that they had heard over the years that Moore had been banned from the mall because he repeatedly badgered teenage girls.

In addition to that, articles were published that said, Gadsden locals say Moore's predatory behavior at mall and restaurants was never a secret. And there it says that Moore's penchant for flirting with teenage girls was common knowledge and not a big secret around Gadsden, according to

some residents.

2.0

And, again, these are folks that live here, or at least in Gadsden. These are folks that live in Etowah County and lived in that area, and they have been hearing about these allegations and these rumors down kind of secret for a long time.

But in 2017, we believe the evidence is going to show, Mr. Moore's dark secrets became public, and they became public through reporting, and they became public through brave women who came forward, one or two of which I think you are going to hear from during this trial, and were able to tell what had happened to them when they were teenagers.

The last one, I will just show you, is a former Alabama police officer who says, We were told to make sure Moore didn't hang around cheerleaders. A retired Alabama police officer said, Police were told in the 1970s to make sure now GOP Senate candidate Roy Moore stayed away from high school cheerleaders.

But that was just the beginning. There was an avalanche of articles, and you are going to see -- the good news is I am not going to read you anymore. But you are going to see all of those articles, dozens and dozens of reports in various different places, various different outlets, on TV, in newspapers, in magazines, every place you could imagine reporting on the fact that Mr. Moore had engaged in

misconduct, in sexual abuse, in sexual assault, all of which happened and all of which was reported before my client ever ran the first advertisement in the campaign. And that's important, because, as the judge has told you, Mr. Moore, because he's a political figure, a politician, a public figure, has to prove more than, say, you or I if we wanted to sue somebody for slander or for defamation.

Because he's a public figure and has put himself out in the public domain, he has to prove something called "actual malice."

Now, let me tell you, lawyers are terrible about making up words that don't mean what they seem to mean. Actual malice doesn't mean malice like we hated him or that we were malicious about it. Actual malice, as the judge is going to instruct you and has already instructed you, is a constitutional-based principle that says, In order for a politician or a public figure, like Mr. Moore, to sue and win a defamation case, which is what this is, he has to prove that my client knew that what was being published was false, not just that we didn't know, but that we knew it was false or that we acted so recklessly that we disregarded what was obvious about the fact that it was false. And that's the burden he has to carry, and he has to carry it, according to the judge, by that higher standard.

Remember the scales of justice? Well, this is a

higher standing called "clear and convincing evidence," which means he's got to prove to you that it is highly probable that we knew it was false when it was published.

Let me tell you some of the things that the evidence is going to show in this case. The evidence is absolutely going to show that we researched this advertisement before it ran. We read all these articles, not all of them, but most of them. We read dozens and dozens of articles and found all the reports that had come out. We had every reason to believe they were true. Mr. Moore denied it. Mr. Moore attempted to refute it. That's what you do, right? But there were multiple, multiple reports that we looked at before we ran this ad on November 27th.

Secondly, I think that you are going to find that the ad does not say anything that hadn't already been said before. In fact, that's why there's quotes around those statements, and that's why those were taken from published reports because they were repeating, summarizing, and synthesizing for voters what had already happened over those 18 days between The Washington Post article on November 9th and our ad on November 27th.

Third, I think you are going to find evidence that says TV stations won't run campaign ads unless they are provided the backup information to show that the allegations in them are true. TV stations don't want to get sued any more

MR. RAGSDALE: Thank you.

than anybody else does.

THE COURT: You have three minutes, Mr. Ragsdale.

They have rules about that. And one of the rules is you have got to provide us with the backup that backs up what you say. We did that. The TV stations around the state agreed to run these ads. None of the TV stations took them down. We complied with those rules.

I think the evidence is also going to be clear that SMP absolutely believed that what was said in those ads was true based on the dozens of people that had come forward, based on all the research that had been done by the reporters, based on all the women that had come forward.

SMP and Waterfront absolutely believed they were true. They didn't know they were false.

And, lastly, I would say that you are going to have to find, in order to rule for Mr. Moore, that he's the only person telling the truth. Everybody else must be lying. All these women must be lying. All these reporters must be lying. The dozens of people that got interviewed must be lying. Only Mr. Moore is telling the truth.

Now, the last thing I would say, you are going to hear from a couple of these women. I don't think you are going to hear from all of them. We, as SMP, don't have the responsibility of trying to prove to you that all of those

allegations are true. We only must show, according to the law -- and it is a protection in the Constitution, the First Amendment of the Constitution, which protects the right of people to criticize the government. It protects the right to criticize politicians. And it says, if you are going to get sued for defamation, you have got to prove that I knew or that my client knew it was false. And we don't believe you are going to find anything close to that evidence.

To the contrary, I believe you are going to find that we believed, along with a lot of other people, that these allegations were true.

Now, the last thing I will say is this:

Mr. Wittenbrink said, Look at all these advertisements. Look at all these things.

Wait a minute. We are only responsible for this ad. We are not responsible for the other negative things that got said about Mr. Moore, and I want you to be very careful, and I know you will be, because I know we went through the whole process of picking you, that you limit what you are concerned about in terms of this publicity and adverse allegations to this one ad and ask yourself: With all the bad publicity that happened between November 9th and November 27th, did it really -- did the damage to his reputation, did everything he's claiming happen by this one ad? By that time, there had been this avalanche of articles.

```
1
             I thank you for your time. I appreciate your
 2
   attention. I know you may say you are excited about being
 3
   here, but it's a week sitting in a courtroom, and I do
 4
   appreciate your time. Thank you.
 5
             THE COURT: Thank you, Mr. Ragsdale.
 6
             All right. Before you call your first witness,
 7
   Mr. Wittenbrink, do you have exhibits that you would like to
   move into admission?
 8
 9
             MR. WITTENBRINK:
                               I'm sorry, Judge.
10
             THE COURT: Do you have the list?
             MR. WITTENBRINK: We do have a list. I think we
11
12
   made a joint list together.
13
             THE COURT: Okay. I don't mind who reads it. Just
14
   somebody needs to read the numbers into the report.
15
             MR. RAGSDALE: The exhibit genius is ready here to
16
   talk about it.
17
             THE COURT: All right.
18
                        Your Honor, and this reflects both
             MS. VELEZ:
19
   parties' exhibits: 1 through 5, 18, 28 through 65, 67 through
2.0
   93, 95 through 172, 174, 177 through 196, 198 through 212, 215
21
   through 240, 242 through 243, and, finally, 246 through 254.
22
             THE COURT: All right. Preserving the objections
23
   that have been made by both parties to those exhibits
24
   previously, I am going to admit Exhibits 1 through 5, 18, 28
25
   through 65, 67 through 93, 95 through 172, 174, 177 to 196,
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198 to 212, 215 to 240, 242 to 243, and 246 to 254.
 1
 2
              Did I get that correct?
 3
                                Thank you, Your Honor.
                         Yes.
 4
              THE COURT:
                         All right. All of those -- correct?
 5
              MR. WITTENBRINK:
                                That's correct, Your Honor.
 6
              THE COURT: All of those exhibits are admitted.
 7
              Now, let me explain to you what I just did.
 8
   I saved us probably a couple of hours of headache this week.
 9
   I have worked very hard and the attorneys have worked hard
10
   with me over the last few weeks to be able to admit nearly all
11
   of the exhibits that you will see this week at one time so
12
   that we don't have to do it one at a time as the week goes.
   So that's what we have done. We have admitted all of the
13
14
   exhibits that they jointly agreed to or that I have ruled on.
15
   So now they will just be able to show them on the screen
16
   immediately.
17
              I do want to make one caveat with that. As you
18
   heard the attorneys talking about during the opening
19
   statements, many of the exhibits you are going to see are
2.0
   newspaper articles or other kinds of published reports from
21
   the time period in November of 2017. I have not admitted
22
   those exhibits to prove the truth of the allegations in them,
   and you cannot use them for that purpose.
23
              In other words, when you read those articles, you
24
25
   can't use them to say, I believe that this happened or I
```

```
disbelieve that it happened. It cannot be used for that
 2
   purpose.
 3
             The purpose of the articles is to prove or disprove
   that the defendants knew -- and I am going to put it back up
 4
 5
   on the screen -- that the defendants knew that the combination
 6
   of these two quotes conveyed a message that was either false
 7
   or they were reckless in disregarding the falsity of this
 8
   statement. That is the limited purpose for which you are to
   consider the articles that I have just admitted.
 9
             All right. Any other things regarding exhibits we
10
11
   need to take care of before we start with witnesses?
12
             Mr. Wittenbrink?
13
             MR. WITTENBRINK: I think that's it, Judge.
14
             THE COURT: Mr. Ragsdale?
15
             MR. RAGSDALE: That's all.
16
             THE COURT: All right. Where is our first witness?
17
   Is he in the witness room?
18
             MR. WITTENBRINK: Mr. Muhlendorf?
19
             THE COURT: Yeah. If somebody will go get him, in
2.0
   the meantime, I want to see Mr. Ragsdale and Mr. Wittenbrink
21
   up here just for a second.
22
             And, Chadwick, if you don't mind, can you push
23
   the monitor -- I mean, the podium?
24
         (Sidebar conference)
             THE COURT: Just real quick: Whichever party is
25
```

```
1
   presenting evidence at the time, we are going to give control
 2
   of the screen to that party.
 3
             MR. WITTENBRINK: Okay.
 4
             THE COURT: Ms. Sarah is not able to pull up
 5
   exhibits on demand.
 6
             MR. WITTENBRINK: I thought -- see, I had a huge
 7
   misunderstanding.
 8
             THE COURT: That's okay.
 9
             MR. WITTENBRINK: I thought that they were pulling
10
   up the exhibits, so I need to have a --
11
             THE COURT: If you have got somebody at your
12
   table --
13
             MR. WITTENBRINK: I do. I am going to have to have
14
   him --
15
             THE COURT: We are just going to give control to
16
   your table. So when you are the one asking questions,
17
   whatever your table pulls up will immediately go on the
18
   screen.
19
             MR. WITTENBRINK: Okay. I have a --
20
             THE COURT: If you need a couple of minutes to talk
21
   to him about it, that's fine.
22
             MR. WITTENBRINK: Yeah, I probably need about 15
23
   minutes to make sure we have got all that stuff on the thumb
24
   drive and ready to go to talk.
25
             THE COURT: Let's do it in ten.
```

```
1
             MR. WITTENBRINK: Because I made a huge
 2
   misunderstanding about -- I thought Sarah was going to be
 3
   controlling the exhibits.
                          That's fine.
 4
             THE COURT:
 5
             MR. WITTENBRINK: And in fact, I told the team that,
 6
   So they are going to pull up the exhibits for us as we go.
 7
             THE COURT: Let's take ten minutes, and we will test
 8
   it, okay?
 9
                                Thank you very much.
             MR. WITTENBRINK:
10
             THE COURT: All right.
11
             MR. RAGSDALE: Thank you, Judge.
12
         (End sidebar conference)
13
             THE COURT: We are going to take about a ten-minute
14
   break real quick to work on some technology issues that will
15
   help speed this along significantly. So what I'm going to do
16
   now is I'm going to let y'all retire back to your deliberation
   room. You can use the restroom, make coffee, et cetera. But
17
18
   in about ten minutes, we will come back and get you, and we
   will start with the first witness.
19
20
         (Jury out at 1:28 p.m.)
21
             THE COURT: Everybody in the room is free to take a
22
   break. Just try to be back in the room in about seven or
23
   eight minutes.
24
         (Recess taken from 1:29 p.m. to 1:40 p.m.)
25
             THE COURT:
                          Sarah, you can go get the jury.
```

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1
         (Jury in at 1:41 p.m.)
 2
             THE COURT: Everyone may be seated.
 3
             All right. The plaintiff may call its first
 4
   witness.
             MR. WITTENBRINK: We call Adam Muhlendorf.
 5
 6
             THE COURT: Mr. Muhlendorf, if you will please
 7
   stand, Ms. Sarah is going to administer the oath.
 8
         (Witness sworn)
 9
             COURTROOM DEPUTY: State your name for the record.
             THE WITNESS: Adam Muhlendorf.
10
11
             COURTROOM DEPUTY: Can you please spell that?
12
             THE WITNESS:
                           Sure. A-D-A-M, M-U-H-L-E-N-D-O-R-F.
13
             COURTROOM DEPUTY: Thank you.
14
             THE COURT: You may proceed.
15
                         DIRECT EXAMINATION
16
   BY MR. WITTENBRINK:
17
          Mr. Muhlendorf, you have already told us your name.
18
   Can you tell us where you are from? Where do you live?
19
          I currently live in Montgomery, Alabama.
20
             THE COURT: Mr. Wittenbrink, if you will do me a
21
   favor, just pull the mic -- there you go. Just like that.
22
             MR. WITTENBRINK: And usually I don't have trouble.
23
   I am having a little hoarseness today, Judge. Sorry about
24
   that.
25
             THE COURT:
                         That's okay. You may proceed.
```

- 1 Q. (By Mr. Wittenbrink) Mr. Muhlendorf, can you tell us:
- 2 What is Highway 31?
- 3 A. Highway 31 was a political action committee.
- 4 Q. Okay. And you say it was a political action committee.
- 5 Can you tell us when it was created?
- 6 A. Yes, sir. It was created in 2017 for the special
- 7 election for U.S. Senate.
- 8 Q. Do you know around what month?
- 9 A. In Novemberish.
- 10 Q. Okay. So created around November of 2017, and then
- 11 when was it terminated? When did it end?
- 12 A. After the election concluded.
- 13 Q. And do you know exactly when that was?
- 14 A. No, sir.
- 15 Q. Do you know what month it was?
- 16 A. It was -- the election was in December. I don't know
- 17 if the termination paperwork was filed in December or January.
- 18 I'm sorry.
- 19 Q. December or January, but you don't know which?
- 20 A. Yes.
- 21 Q. It was a very short-lived operation; is that correct?
- 22 A. Yes, sir.
- 23 Q. Can you tell the Court: Was this a grassroots
- 24 committee that sprung up in Alabama?
- 25 A. It was a committee that -- made up of multiple people

- 1 and organizations.
- 2 Q. Multiple people and organizations?
- 3 A. Yes, sir. I don't really know what you mean by
- 4 "grassroots" in this circumstance.
- 5 Q. Well, did you have a lot of small donors and
- 6 participants from around this area in Alabama?
- 7 A. I believe we had some, but I don't know the exact
- 8 number.
- 9 Q. Some. More than five?
- 10 A. That, I don't know.
- 11 Q. You don't know the answer to that?
- 12 A. No, sir.
- 13 Q. Can you tell the Court: Isn't it true that your major
- 14 political donor or major donor of funds was the Senate
- 15 Majority PAC?
- 16 A. They were one of the major donors, yes, sir.
- 17 Q. Okay. And you say "one of the major donors." What
- 18 percentage of the funds that you had to run your ads and do
- 19 your work came from them?
- 20 A. I don't know the answer to that.
- 21 MR. WITTENBRINK: We have a stipulation as an
- 22 exhibit. Is there an exhibit number for that stipulation we
- 23 | made?
- MR. RAGSDALE: I don't think we did an exhibit
- 25 number for the stipulation.

3

5

6

7

```
THE COURT: I don't have it. I can read it if
 2
   someone will it give to me or if you want to do it yourself.
           (By Mr. Wittenbrink) Well, before we get there, do you
 4
   have any idea how much money you spent in the campaign in the
   short existence of Highway 31?
   Α.
          No, sir.
             MR. RAGSDALE: Excuse me, Your Honor. We object to
 8
   expenditures beyond this one ad that Mr. Wittenbrink has
   indicated is the basis of his case.
10
             MR. WITTENBRINK: Well, part of this was about
11
   finding out what this witness actually knew about this. You
12
   know, we had a stipulation for part of this, but then we also
13
   had other evidence that we wanted to introduce with regard to
14
   that. And with regard to the effort that was made to defeat
15
   Judge Moore in this election, it goes to some of the
16
   credibility of these witnesses and their intentions and
17
   motive, Judge.
18
                         I am going to let you ask the question
             THE COURT:
19
   of how much Highway 31 spent total --
20
             MR. WITTENBRINK:
                               Okay.
21
             THE COURT: -- and not go beyond that. The rest of
22
   the questions need to focus on this particular ad.
23
             MR. RAGSDALE:
                            Thank you.
24
           (By Mr. Wittenbrink) How much did Highway 31 spend
25
   total, Mr. Muhlendorf?
```

- 1 A. I am not aware. That was not part of my job
- 2 responsibilities.
- 3 Q. Well, tell us what your job responsibilities were,
- 4 Mr. Muhlendorf.
- 5 A. Yes, sir. I was the spokesperson for Highway 31.
- 6 Q. So you are the spokesperson, but you didn't know how
- 7 much they spent or what they spent their money on or anything
- 8 like that?
- 9 A. I am -- I don't remember the exact amounts and how much
- 10 went -- I mean, that wasn't part of my job.
- 11 Q. Well, if you don't remember the exact amounts, can you
- 12 give the jury an approximation of the amounts?
- 13 A. I know it was in the millions.
- 14 Q. In the millions. More than four million?
- 15 A. Possibly, yes, sir.
- 16 Q. Okay. Can you tell -- did you have a named position
- 17 with Highway 31?
- 18 A. I was the spokesperson.
- 19 Q. Was there -- was there a corporate entity or an
- 20 organizational position that you had?
- 21 A. No, sir.
- 22 Q. So there wasn't a president, CEO, or anything like that
- 23 for Highway 31?
- 24 A. No, sir.
- 25 Q. Just a treasurer?

A. Yes, sir.

- 2 Q. And -- but there was no president?
- 3 A. Correct.
- 4 Q. Was there a board of directors?
- 5 A. Not to my knowledge.
- 6 Q. So all you did was talk to the public?
- 7 A. To the media.
- 8 0. To the media.
- 9 So you don't know -- as the spokesperson, the only
- 10 other person involved in Highway 31 in making decisions was
- 11 the treasurer?
- 12 A. The treasurer was the only official named, as you said,
- 13 organizational representative in the filing.
- 14 Q. So there was one organizational representative, and
- 15 that was the treasurer and that was it. And you weren't in
- 16 that?
- 17 A. Correct.
- 18 Q. And you spoke to the media. Did you ever tell the
- 19 media how much money you spent?
- 20 A. Not that I recall.
- 21 (Brief pause)
- MR. WITTENBRINK: If you can pull up, but don't show
- 23 it on the screen, Number 27.
- 24 THE COURT: Just tell me when you are ready to pull
- 25 it up on the screen. I will keep it blacked out until then.

- $1 \mid MR. WITTENBRINK: Okay.$
- 2 (Brief pause)
- $3 \mid Q$ . (By Mr. Wittenbrink) While he's pulling that up,
- 4 Mr. Muhlendorf, can you tell me -- so who made the decisions,
- 5 then, the day-to-day operational decisions? You had a
- 6 treasurer and yourself was the spokesperson. Who made the
- 7 operational decisions for Highway 31?
- 8 A. It depended on the activity.
- 9 Q. Who decided what ads were going to run?
- 10 A. The Senate Majority PAC.
- 11 Q. Okay. Who decided when they would be on television?
- 12 A. The ad buyers that worked with Senate Majority PAC.
- 13 Q. So no one in Highway 31 made any of these decisions.
- 14 Is that what you are telling the Court?
- 15 A. No, sir. I mean, they were part of Highway 31.
- 16 Q. So Senate Majority PAC, to your knowledge, was part of
- 17 | Highway 31?
- 18 A. Yes, sir.
- 19 Q. Okay. And so when you say Senate Majority PAC, the
- 20 organization, will make decisions, was that Mr. Poersch, who
- 21 is here?
- 22 A. Yes, sir.
- 23 Q. Okay. If Mr. Poersch previously testified otherwise,
- 24 that Highway 31 was its own entity and that they intended
- 25 | Highway 31 to --

```
1
              MR. RAGSDALE: Objection, Your Honor.
 2
                         I don't think he's finished the question
              THE COURT:
 3
   yet.
         Let me look.
 4
              MR. RAGSDALE:
                             I'm sorry.
 5
              THE COURT: Finish your question, and then I will
 6
   see if there's an objection.
 7
           (By Mr. Wittenbrink) If Mr. Poersch testified
   previously that Highway 31 was an independent organization and
   that it was in no way captive by Senate Majority PAC, would
 9
   you say that's a fair characterization?
10
11
              THE COURT:
                          I will let him answer.
12
          Highway 31 was an independent PAC. It was filed with a
   P.O. Box in Birmingham, Alabama. Senate Majority PAC was a
13
   part of that but so were other organizations.
14
15
           Okay. But there wasn't an independent Highway 31
16
   organization that made independent decisions apart from your
17
   partners; is that correct?
18
           I guess I don't understand your definition of
19
    "independent."
20
          Well, if you had no operational decisions, which you
21
   have testified already, and Mr. Still, the only other officer
2.2
   of the organization that was filed, really made decisions
23
   of -- what? Did he decide where the money was going to go?
24
           I mean, I wasn't involved with his job, so I can't tell
```

you when he did his job and how he did it.

- 1 Q. Who decided the contents of the ad, Mr. Muhlendorf?
- 2 A. I'm sorry?
- 3 Q. Who decided the contents of the ads?
- 4 A. Which ad in particular? All the ads or --
- 5 Q. All the ads. Who decided?
- 6 A. The research team.
- 7 Q. Okay. So you had -- who was on the research team?
- 8 A. There were individuals from Senate Majority PAC, from
- 9 other entities involved who were on the research team.
- 10 Q. And I am watching you look at Mr. Poersch, or Poersch.
- 11 Is he helping you with your answers, Mr. Muhlendorf?
- 12 MR. RAGSDALE: Object, Your Honor. I am not even
- 13 sure he can see Mr. Poersch through this giant podium.
- 14 THE COURT: Well, I am going to let him answer
- 15 whether or not. I mean, I can't tell either.
- 16 A. I actually can't see Mr. Poersch. I was actually
- 17 looking at my attorney and trying to look at you.
- 18 Q. I see. Your attorney is in the courtroom?
- 19 A. Yes, sir.
- 20 Q. Okay. Who is your attorney? Who is that person for
- 21 the record?
- 22 A. His name is Freeman Fite.
- 23 Q. Okay. So you have no knowledge of how the ads were
- 24 created, who decided on who was going to play them, or
- 25 anything else?

A. No, sir.

- 2 Q. And all you did was talk to the media?
- 3 A. Yes, sir.
- 4 Q. Do you remember who you talked to? Do you
- 5 remember talking to any --
- 6 A. Specific reporters?
- 7 Q. -- particular newspapers or particular television
- 8 stations with regard to the -- pull up that Number 1, please,
- 9 the shopping mall ad, just the slide.
- 10 Can you see that, Mr. Muhlendorf?
- 11 A. Yes, sir.
- 12 Q. Are you familiar with the ad that that's a part of?
- 13 A. Yes, sir.
- 14 Q. Did you have a part in creating that ad?
- 15 A. No, sir.
- 16 Q. Okay. Do you remember who you spoke to about the ad,
- 17 about -- in the media?
- 18 A. Not specifically, but I know that I did do media
- 19 interviews with this ad.
- 20 Q. Okay. Did you talk to news organizations?
- 21 A. Yes, sir.
- 22 Q. Newspapers?
- 23 A. Yes, sir.
- 24 Q. This -- the ad, the two lines that are there, Moore was
- 25 actually banned from the Gadsden Mall for soliciting sex from

young girls, did you have any knowledge of that fact? 1 I was aware of the article that that ad cites. 2 Α. 3 And the article that ad cites, where is that? 0. The New American Journal. 4 Α. 5 New American Journal. And what kind of media is that? Q. 6 Α. It's an online publication. 7 An online publication. Is it fair to say that's a blog Q. 8 by Mr. Glynn Wilson? 9 What is your definition of a blog? Α. 10 Okay. Let me -- can we pull up that New American 11 Journal? Just that article. 12 MR. RAGSDALE: Do you have an exhibit number, 13 Mr. Wittenbrink? 14 MR. WITTENBRINK: We changed the exhibit numbers a 15 couple of times, Judge. It is in the first five. Hold on. 16 Exhibit 3 on the joint exhibit list. 17 And, Your Honor, am I correct, did you say we can

18 mark on the actual screen and highlight things?

19 THE COURT: You can. You can touch that screen.

MR. WITTENBRINK: Great. Trade places with me,

21 please, Mr. Talmadge.

and gentlemen.

20

2.2

24

(Brief pause)

23 MR. WITTENBRINK: Please accept my apologies, ladies

25 THE COURT: I'll put it up for us, Mr. Wittenbrink,

- 1 I believe, unless you tell me that you have it.
- 2 MR. WITTENBRINK: Okay. That's it, Judge. Thank
- 3 you very much. Can I move it up and down, scroll?
- 4 THE COURT: Which way do you want it?
- 5 MR. WITTENBRINK: Pull it down. Okay.
- 6 Q. (By Mr. Wittenbrink) Am I correct, Mr. Muhlendorf, that
- 7 the line from the ad --
- 8 MR. WITTENBRINK: How do I do the -- I am looking
- 9 for the tool to highlight it, Judge. Here we go. I think
- 10 that's it. That little box came up right away the other day.
- 11 Q. (By Mr. Wittenbrink) Mr. Muhlendorf, look down at the
- 12 cite toward the end of the page that says "breaking news."
- 13 Can you read that? Can you see that?
- 14 A. Yes, sir.
- 15 Q. It says -- can you just read the sentence after the
- 16 colon, "breaking news"?
- 17 A. "Sources tell me Moore was actually banned from the
- 18 Gadsden Mall and the YMCA for his inappropriate behavior of
- 19 soliciting sex from young girls."
- 20 Q. Okay. Now, that line -- the first word is -- the first
- 21 three words are "sources tell me;" is that correct?
- 22 A. Yes, sir.
- 23 Q. And that -- they don't identify who any of those
- 24 sources are; is that correct?
- 25 A. Yes, sir.

- 1 Q. You didn't make any editorial decision with whether or
- 2 not that was an appropriate statement to put in that ad, did
- 3 you, Mr. Muhlendorf?
- 4 A. I did not make editorial decisions.
- 5 0. So that would have been someone with SMP?
- 6 A. That would have been someone from the research team.
- 7 Q. The research team for Highway --
- 8 A. 31.
- 9 Q. -- 31. Did -- let me -- do you know what input
- 10 | Highway 31 had for the ad -- I mean, excuse me -- SMP had for
- 11 the ad?
- 12 A. No, sir.
- 13 Q. No knowledge at all?
- 14 A. (Witness shakes head.)
- 15 (Brief pause)
- 16 Q. (By Mr. Wittenbrink) Did you, yourself, read any of the
- 17 source articles, Mr. Muhlendorf?
- 18 A. The research team provided me with documentation to
- 19 support which articles were pulled for the ad. And I read
- 20 those articles or kept the documentation nearby.
- 21 Q. Go back to the slide. The second statement there, "One
- 22 he approached was 14 and working as Santa's helper," did you
- 23 look at the source article for this particular statement,
- 24 Mr. Muhlendorf?
- 25 A. I am sure I did at the time.

- You believe you did at the time? 0. 2 Yes, sir. Α. 3 MR. WITTENBRINK: Pull up the source article,
- It is the al.com. It is Exhibit Number 5. 4 please.
- 5 That is not it. That is not the right exhibit list.
- 6 I believe that's it. Exhibit 5, al.com.
- Is this it, Mr. Wittenbrink? 7 THE COURT:
- 8 Yes. Thank you, Judge. MR. WITTENBRINK:
- 9 THE COURT: You may proceed.
- 10 MR. WITTENBRINK: Can you scroll down to the portion
- 11 about Wendy Miller, Judge? This is it.
- 12 (By Mr. Wittenbrink) Can you read that section that Q.
- 13 starts with the term "Wendy Miller"?
- 14 "Wendy Miller told the Post that she was 14 and working
- 15 as Santa's helper at the Gadsden Mall in 1977 when Moore first
- 16 spoke with her and told her she looked pretty. Two years
- 17 later" --

- 18 Wait. Okay. Stop with "looked pretty." That is when
- 19 she was 14.
- 2.0 Does anything in that sentence look to you,
- 21 Mr. Muhlendorf, like Mr. Moore was soliciting sex?
- 22 The ad doesn't say he was soliciting sex from the Α.
- 23 14-year-old at the mall.
- 24 Well, the ad says -- go back to the ad. The ad says,
- 25 "One he approached was 14 and working as Santa's helper."

- Are you telling the jury, the ladies and gentlemen 1 2 of the jury, that that sentence does not refer to the 3 immediately previous sentence that he was banned from the mall for soliciting sex from young girls? 4 5 That's not how I read it. Α. 6 So you read the second sentence as completely a 7 standalone, and you are going to tell these ladies and gentlemen of the jury that the 14-year-old that's referred to here was not one of the young girls that he was banned from 9 the mall for soliciting sex from? 10 11 No, sir. What I am going to say is I read these posts 12 separately in that he was banned -- the first slide says he 13 was banned from the Gadsden Mall for soliciting sex from young 14 girls, and the second slide refers to him approaching a 15 14-year-old working as Santa's helper. 16 MR. WITTENBRINK: Okay. Your Honor, I am going to 17 ask that we play the actual ad again. Not the slide, but the 18 video of the ad. Can you pull that up?
- 19 THE COURT: It is on the screen now. Hold on.
- 20 (Video played)
- 21 MR. WITTENBRINK: Pause right here.
- Q. (By Mr. Wittenbrink) So you are telling the ladies and gentlemen of the jury that you don't read those two sentences together and think that it makes one statement?
- 25 A. I do not believe it makes one statement.

- 1 Q. Okay. And that's -- that was not the intention of
- 2 Highway 31 when they put out that ad?
- 3 A. I believe the intention of this ad was to take stories
- 4 that were in the public domain, share them with the general
- 5 public, and have them make a decision on whether or not they
- 6 wanted to support Roy Moore.
- 7 Q. You don't think the placement of those two things
- 8 together make a statement that he was soliciting sex from
- 9 young girls and that one of them was the 14-year-old Santa's
- 10 helper?
- 11 A. I believe that what the ad says is that he was
- 12 soliciting sex from young girls, and I believe it says that he
- 13 approached a 14-year-old as well.
- 14 Q. And even though the 14-year-old that was the Santa's
- 15 helper, that was identified in the article that you cited,
- 16 didn't say that she was solicited for sex, correct?
- 17 A. Well, the next sentence in the article talked about how
- 18 he asked her out for dates and offered to buy her Cokes, so I
- 19 don't really know what else he was doing.
- 20 Q. Well, let me ask you this: Have you ever bought a Coke
- 21 for a young girl, a niece, nephew, friend?
- 22 A. Not someone that's 20 years younger than me --
- 23 Q. Really.
- 24 A. -- and under the age of consent.
- 25 Q. You don't have any -- do you have any relatives that

- 1 are younger than the age of consent?
- 2 A. Sure, but they are relatives.
- 3 Q. So -- okay. I am not going to go into that. You are
- 4 saying if he bought a Coke or if he asked her out on a date
- 5 even when she was 16, that he was soliciting sex? Is that
- 6 what you are telling the ladies and gentlemen of the jury?
- 7 A. I think that, because there are other articles at the
- 8 time that did show that he was soliciting sex from
- 9 14-year-olds and 16-year-olds, that that is a reasonable
- 10 conclusion.
- 11 Q. Okay. So you are saying that there were other articles
- 12 besides this article that said he was soliciting sex from
- 13 14-year-olds?
- 14 A. I believe there are accusations that had previously
- 15 been made by a 14-year-old and a 16-year-old who claim that he
- 16 sexually molested them.
- 17 Q. Well, is there a difference between molesting and
- 18 attacking somebody and soliciting sex?
- 19 A. I mean, she is still below the legal age of consent.
- 20 Q. That wasn't an answer to my question, Mr. Muhlendorf.
- 21 A. Then I guess I don't understand your question.
- 22 Q. So there's a difference between asking someone --
- 23 that's what soliciting is -- asking someone for sex and
- 24 attacking them, right? That's two different allegations.
- 25 A. Yes.

- 1 0. And in the same vain, there's a difference between
- 2 buying somebody a Coke and asking them for sex, wouldn't you
- 3 agree?
- 4 A. You would have to ask what was the intent behind buying
- 5 someone a Coke.
- 6 Q. Really. So -- okay.
- 7 Did you know that solicitation for sex is -- can be
- 8 a crime in Alabama if you ask somebody that's 14 years old?
- 9 MR. RAGSDALE: Your Honor, I object. He's not a
- 10 lawyer. There's no allegation in this lawsuit that this is
- 11 about the criminal definition of soliciting sex.
- 12 MR. WITTENBRINK: Oh, no, Your Honor, we did allege
- 13 in our -- in one of our pleadings that this is defamation per
- 14 se, that when you solicit sex from someone who is underage,
- 15 that that's a crime in Alabama. There is a state statute on
- 16 it.
- 17 THE COURT: Well, we are not going to read the law.
- 18 Let's just -- let's ask him what he knows, if anything, and
- 19 then move on.
- 20 Q. (By Mr. Wittenbrink) Do you know whether or not it's a
- 21 crime to ask a 14-year-old for sex in the State of Alabama?
- 22 A. I'm not a lawyer, no, sir.
- 23 Q. Okay. Would you agree -- you don't agree that that ad
- 24 implies that Mr. Moore was seeking sex from that 14-year-old
- 25 | Santa's helper?

- 1 A. I believe that the ad implies that he approached a
- 2 14-year-old girl.
- 3 Q. Okay. And that the putting of the two -- those two
- 4 things together don't have any meaning?
- 5 A. They were retelling stories that were already in the
- 6 public domain.
- 7 Q. Okay. The first part, the first half -- show the slide
- 8 again, please.
- 9 The first statement that he was actually banned from
- 10 the Gadsden Mall, did you-all -- did you-all research to find
- 11 out if he was actually banned?
- 12 A. I was not a part of the research team.
- 13 Q. Okay. Did you ask the research team whether or not he
- 14 was actually banned?
- 15 A. There were multiple articles at the time that pointed
- 16 to him being banned from the mall, and I trusted the research
- 17 team's work.
- 18 Q. Isn't it true, Mr. Muhlendorf, that most of the
- 19 articles that reported that, were rereporting Mr. Wilson's
- 20 blog that said he -- that had unnamed sources?
- 21 A. I don't recall.
- 22 Q. Okay. So you don't have any personal knowledge that he
- 23 was actually banned?
- 24 A. Only what was reported in the news media.
- 25 Q. Okay. And because you don't have any personal

- 1 knowledge that he was actually banned, you also don't have any
- 2 personal knowledge that he was soliciting sex from young
- 3 girls?
- 4 A. Only what was reported in the news media.
- 5 Q. Okay. And the news media reports that you referred to,
- 6 though, isn't it true they don't talk about soliciting sex?
- 7 I mean, you talked about two ladies that were, quote,
- 8 "attacked," basically, and they didn't have anything to do
- 9 with the mall, did they?
- 10 A. There were multiple articles, so if there's one you
- 11 would like me to review, I would be happy to review it. But
- 12 there were multiple articles at the time. I can't remember
- 13 everything that was published.
- 14 Q. All right. Did Mr. Poersch from SMP, he was actually
- 15 the one that reviewed these ads from Highway 31? Isn't that
- 16 correct?
- 17 A. I believe he was one of the people who reviewed the
- 18 ads.
- 19 Q. So you don't know whether or not Mr. Poersch had the
- 20 | final say-so in whether or not an ad was going to go out or be
- 21 published?
- 22 A. I do not.
- 23 O. Mr. Muhlendorf, did you communicate with Mr. Poersch
- 24 that Mr. Moore was trying to have this ban -- this ad pulled
- 25 off the air?

- 1 A. I mean, we received media requests about it at the
- 2 time, but the ad was already off the air by the time that the
- 3 requests were made.
- 4 Q. So your testimony is you did receive media requests.
- 5 What do you mean by "media requests"?
- 6 A. Mr. Moore held a press conference or his campaign team
- 7 held a press conference demanding the ad be taken down. We
- 8 received requests for comment. I believe at the time my
- 9 statement was something along the lines of, you know, the ad
- 10 has already been taken down. It has run its course, and we
- 11 have started airing a different ad.
- 12 Q. So your ad was not taken down in response to
- 13 Mr. Moore's request?
- 14 A. That is correct.
- 15 Q. It was just taken down because the ad had finished
- 16 running?
- 17 A. Yes, sir.
- 18 Q. Was it before the election?
- 19 A. Yes, sir.
- 20 Q. How long?
- 21 A. A couple weeks.
- 22 Q. Really?
- 23 A. I don't remember exactly.
- 24 Q. Okay. Do you recall when the election was?
- 25 A. I believe it was on December 17th.

- 1 Q. Okay. And you don't recall when the last shopping mall
- 2 ad ran?
- 3 A. Not the exact date. But I remember that it did
- 4 conclude prior to his press conference.
- 5 Q. Okay. Did you have any requests besides media requests
- 6 for comment to have the ad pulled down? Did you have anybody
- 7 from the media contact you and say, Should we pull this ad
- 8 down?
- 9 A. No, sir, not that I recall.
- 10 Q. Did you ever contact Mr. Poersch to see whether or not
- 11 SMP would pull the ad?
- 12 A. I don't recall.
- 13 Q. Do you recall speaking to Mr. Poersch about the ad?
- 14 A. I'm sure we did.
- 15 Q. Do you recall whether or not you spoke to Mr. Poersch
- 16 about the media comments?
- 17 A. What do you mean?
- 18 Q. You said you had media requests.
- 19 A. Uh-huh.
- 20 Q. Requests for comment on pulling down the ad. So did
- 21 you talk to Mr. Poersch about that?
- 22 A. I think I might have spoken to him and other members of
- 23 the team to confirm that the ad had completed its run.
- 24 Q. Did you have any concern about Mr. Moore's objections?
- 25 A. Which objections, sir?

- 1 Q. The objections to the ad, the objections to continuing
- 2 to run the ad, the objections about this ad needed to be
- 3 pulled or retracted? Did you have any response to that or
- 4 concerns about that?
- 5 A. Can you be more specific?
- 6 Q. Well, you said you were aware that Mr. Moore had gone
- 7 on the air and said the ad needed to be pulled down or
- 8 retracted. Did you personally have any concerns about
- 9 Highway 31 or liability or anything like that?
- 10 A. No, sir.
- 11 Q. Did you -- and why not?
- 12 A. I know that the research team vetted the ad as well as
- 13 others.
- 14 Q. Did you, yourself, ever respond to Mr. Moore?
- 15 A. In what way?
- 16 Q. Did you ever speak to Mr. Moore or anyone from his
- 17 team, tell them that the thing had been pulled or that it was
- 18 already run, done, finished?
- 19 A. No one from Mr. Moore's team ever reached out to
- 20 contact me.
- 21 Q. Okay. When you read this first sentence, does it seem
- 22 to you that Mr. Moore, Judge Moore, was actually banned from
- 23 the mall for soliciting sex from young girls?
- 24 A. That's what the --
- 25 Q. Do you believe that to be a true statement?

A. Yes, sir.

- 2 Q. Did you -- did you ever think: Well, he solicited sex
- 3 from girls elsewhere but not at the mall?
- 4 A. I don't know if I understand.
- 5 Q. Well, so do you think that this statement means that he
- 6 was banned from the mall for soliciting sex from young girls
- 7 at the mall? It doesn't say "at the mall," but would you read
- 8 that to say "at the mall"?
- 9 A. No, sir. I mean, he was -- it says that he was banned
- 10 from Gadsden Mall, and part of the reason why he was banned
- 11 from the Gadsden Mall was for soliciting sex.
- 12 Q. Okay. So you want to tell the ladies and gentlemen of
- 13 this jury that the intent of this ad was not to say that he
- 14 was banned from the mall for soliciting sex from young girls
- 15 at the mall, but it may have been banned for soliciting sex
- 16 from young girls somewhere else?
- 17 A. No, sir. Once again, the intent of the ad was to take
- 18 stories that had already been printed and curate those stories
- 19 that we have accumulated and share them with the general
- 20 public so that they could make a decision on whether or not to
- 21 support Mr. Moore.
- 22 Q. Wouldn't it be fair to make -- give the public all of
- 23 the information? In other words, if you say, Moore was
- 24 actually banned from Gadsden Mall for soliciting sex from
- 25 young girls, do you think a reasonable person would interpret

- 1 that to mean it was at the mall that he was soliciting sex?
- 2 A. We provided the citation from where the quotes were
- 3 pulled from, and we invited people to investigate, read more,
- 4 learn more for themselves.
- 5 Q. So you are saying that the viewer should have looked at
- 6 that little blurb you have under there, New American
- 7 Journal -- it doesn't have a website, does it?
- 8 A. No, sir.
- 9 Q. But they should have looked for the New American
- 10 Journal to decide whether or not that statement meant that
- 11 they were banned from the Gadsden Mall -- whether or not Judge
- 12 Moore was banned from the Gadsden Mall and whether or not he
- 13 was soliciting sex from young girls there or anywhere else?
- 14 A. Well, we only have 30 seconds per ad, so there were a
- 15 lot of allegations that were made against Mr. Moore, so I
- 16 don't know how we could have gotten them all in a 30-second ad
- 17 without taking statements.
- 18 Q. So your contention is that these statements were put
- 19 together for expediency, in other words, so you could get all
- 20 that information into the ad without necessarily
- 21 discriminating about whether the ban from the mall was for
- 22 soliciting sex from young girls there or elsewhere or whether
- 23 or not the 14-year-old Santa's helper was one of the young
- 24 girls he was soliciting sex -- you just put all that
- 25 information in there, but you didn't intend it all to be read

- 1 together as one statement?
- 2 A. That is how I read the ad. You know, the research team
- 3 is who wrote the ad.
- 4 Q. Okay. Would you agree that the admight have been more
- 5 accurate if it said something like "sources say" or, you know,
- 6 "it is a rumor that Moore was banned from the Gadsden Mall"?
- 7 A. I don't believe the ad is inaccurate.
- 8 Q. Okay. Well, the words "sources say" was left off. Is
- 9 that just because you didn't have room or time?
- 10 A. You would have to ask the research team.
- 11 Q. Okay. And so your testimony to these ladies and men
- 12 here is that the research team would have made that decision,
- 13 and that's purely a factual decision, right? In other words,
- 14 they didn't think that fact was pertinent; they just wanted to
- 15 get all this information out there?
- 16 A. No, sir. I'm saying the research team creates ads, and
- 17 that is their specialty.
- 18 Q. Is there a creative aspect to making these ads,
- 19 Mr. Muhlendorf?
- 20 A. I mean, it is a creative activity.
- 21 Q. Is the research team separate from the creative team?
- 22 Do they work together?
- 23 A. They work together.
- 24 Q. Who is on the research team?
- 25 A. I don't recall the specific names.

- 1 Q. You don't know any -- how many were there?
- 2 A. I mean, I know that there were at least two or three
- 3 that I interacted with at various points throughout the
- 4 campaign.
- 5 Q. Well, there were two or three that you interacted with.
- 6 What were their names?
- 7 A. I mean, I haven't spoken to them in five years, so, I'm
- 8 sorry, I don't remember their names.
- 9 Q. You don't remember anyone's name that you worked with?
- 10 A. If you have -- if you have a staff list in front of
- 11 you, I can tell you.
- 12 Q. No. I am just sitting here amazed that you worked on
- 13 this campaign and you worked with two or three different
- 14 people and you don't remember one name.
- 15 A. I had very limited interactions with the research team.
- 16 Q. Did you work with any people on the creative team?
- 17 A. I know that they were involved in some of the
- 18 conversations and phone calls that we might have had. But I
- 19 didn't -- I worked with them on some different ads that they
- 20 created.
- 21 Q. Do you remember any of the names of any of the people
- 22 on the creative team?
- 23 A. Mark Putnam was one person.
- 24 O. Mark Putnam?
- 25 A. Putnam, yes, sir.

Q. Putnam.

- 2 A. Yes, sir.
- 3 Q. Anybody else?
- 4 A. He would be who I primarily interacted with from the
- 5 creative team.
- 6 Q. How many people were on the creative team?
- 7 A. I couldn't tell you.
- 8 Q. Now, you said that this Highway 31, they were gone by
- 9 late December, early January, correct?
- 10 A. Yes, sir. As soon as the election was over, it had
- 11 fulfilled its purpose, and so it was terminated.
- 12 Q. How would someone find out, you know, who to send a
- 13 letter to to retract this ad?
- 14 A. Their contact information, which is still available on
- 15 the governing body's, the FEC's website. So, I mean, there is
- 16 still contact information --
- 17 Q. Well, if Mr. Still is the only officer --
- 18 A. Yeah.
- 19 Q. -- that's on there, so they would have to go through
- 20 Mr. Still?
- 21 A. Yes, sir.
- 22 Q. Any other contact information on the FEC website that
- 23 you are aware of?
- 24 A. Not that I am aware of.
- 25 Q. But publicly -- publicly, SMP came out and took credit

- 1 for your ad. Isn't that correct?
- 2 A. I believe so.
- 3 Q. And you know who their spokesman was. That was -- what
- 4 is his name? Do you know his name, the spokesman for SMP?
- 5 A. Chris Hayden.
- 6 Q. Chris Hayden. That's right. He came out and he
- 7 bragged about the effectiveness of the ad; isn't that correct?
- 8 A. I -- if you have a comment that you would like me to
- 9 see --
- 10 Q. Do you know?
- 11 A. I'm sorry?
- 12 Q. Do you know? You were the spokesman for Highway 31.
- 13 A. Uh-huh.
- 14 Q. Do you know what public comments were made by other
- 15 people about your organization?
- 16 A. I know that Chris made public comments after the
- 17 campaign was over, but I can't quote them to you.
- 18 Q. Okay. And you -- again, you have no information about
- 19 the financial arrangements, for example, how the ads were paid
- 20 for or anything like that?
- 21 A. No, sir.
- 22 Q. And you have no information on -- so -- and you don't
- 23 have personal information about the due diligence that was
- 24 done by the creative team, do you?
- 25 A. No, sir.

- 1 Q. Did you send an e-mail to Mr. Poersch indicating that
- 2 Mr. Moore would file suit?
- 3 A. I don't recall.
- 4 Q. Do you remember any of the public statements made by
- 5 Mr. Putnam from your team?
- 6 A. I'm sure he made some, but I don't recall.
- 7 Q. Do you remember Mr. Putnam saying, This ad will rock
- 8 Alabama?
- 9 A. No, sir, I do not.
- 10 Q. Does it sound inconsistent with something that
- 11 Mr. Putnam would say?
- 12 A. I don't recall him saying that.
- 13 Q. Why was the PAC named Highway 31?
- 14 A. It was actually my suggestion.
- 15 Q. Really?
- 16 A. Yes, sir. It was an Alabama-based PAC, and we wanted a
- 17 name that was representative of Alabama. I personally don't
- 18 like things like "Alabama this" or "Alabama that." And so we
- 19 were going through different options that we could have had
- 20 and settled on Highway 31.
- 21 Q. When you say it was an "Alabama-based PAC," you had one
- 22 named officer and a P.O. box, and you didn't have any
- 23 decision-making authority. How is it an Alabama-based PAC?
- 24 A. The PAC was based in Alabama, in Birmingham, and its
- 25 officers were Alabama based.

- 1 Q. Where were your physical offices?
- 2 A. My office was in Montgomery, Alabama.
- 3 Q. Where were the physical offices of the PAC?
- 4 A. There were various offices across the country.
- 5 0. I see. So the creative team didn't have an office
- 6 building or something where they worked together here in
- 7 Alabama?
- 8 A. No, sir.
- 9 Q. And how about the -- you were the spokesman, so you
- 10 were here in Alabama. Mr. Still, the treasurer, he was here
- 11 in Alabama.
- 12 A. Uh-huh.
- 13 Q. What about Mr. Poersch who reviewed these ads, was he
- 14 based in Alabama?
- 15 A. He was based in Washington D.C. or Northern Virginia.
- 16 Q. Where was -- the creative team in difference offices
- 17 around the country, where were they?
- 18 A. I am not sure where Mr. Putnam's offices are. But I
- 19 know that we -- you know, it is not uncommon to have teammates
- 20 who work in different offices across the country.
- 21 Q. Okay. Well, that's fair, except that you said that you
- 22 wanted to have the name "Highway 31" to show that it was an
- 23 Alabama-based company. So when you say an "Alabama-based
- 24 company," you were there as the spokesperson and the chairman
- 25 was there, but nobody else, it sounds like, they were actually

- l in Alabama; is that correct?
- 2 A. The political action committee itself was based in
- 3 Alabama, in Birmingham.
- 4 Q. When you say "the political action committee itself,"
- 5 what you are talking about is the P.O. box and you and
- 6 Mr. Still, right?
- 7 A. Yes, sir.
- 8 Q. Okay. Do you think -- do you think that is
- 9 deceptive, Mr. Muhlendorf?
- 10 A. No, sir.
- 11 Q. Okay. Do you think the results of the ad may have been
- 12 different if the ad said, This ad is sponsored by the Senate
- 13 Majority PAC from Washington D.C.?
- 14 A. No, sir.
- 15 Q. Okay.
- 16 A. But that would be an inaccurate statement.
- 17 Q. I understand your opinion.
- Don't you think, really, the choice of an Alabama
- 19 name and, quote, an "Alabama-based PAC" for defeating Judge
- 20 Moore was just a choice intended to shield the fact that
- 21 out-of-state people were involved in funding this and
- 22 controlling it?
- 23 A. No, sir.
- 24 Q. Okay.
- 25 MR. WITTENBRINK: Judge, I would like to pull up

```
this exhibit and look at it before it being shown to the jury.
 1
 2
             THE COURT: All right. Just tell me when you are
 3
   ready.
 4
         (Brief pause)
             MR. WITTENBRINK: Let me find out what exhibit
 5
 6
   number that is, Judge, and make sure I am still on ones that
 7
   have been admitted. It was 27 on the original list, I think.
 8
             Do you have a number on this somewhere?
 9
                                This was 21.
             MR. CALEB MOORE:
                               I'm looking for 27. That's the
10
             MR. WITTENBRINK:
11
   one we talked about. No, no, no.
12
             We have scrambled our numbers all up, Judge.
                                                            I'm
13
   sorry.
14
             THE COURT: Are you looking for the NBC News
15
   article?
16
             MR. WITTENBRINK:
                                I'm looking for -- the exhibit was
17
   27, and it was --
18
             THE COURT: 27 is not presently admitted.
19
                                Right. That's the one that we
             MR. WITTENBRINK:
20
   spoke about, and you -- so I was just going to pull it up for
21
   myself to look at to ask him questions.
22
             THE COURT:
                          Okay.
23
             MR. WITTENBRINK:
                               That is the NBC News article,
24
           Thank you. I have got it pulled up now here.
   Judge.
25
         (Brief pause)
```

- 1 Q. (By Mr. Wittenbrink) So the Highway 31 PAC was created,
- 2 basically, one month before election day. Isn't that correct?
- 3 A. Yes, sir.
- 4 Q. And then closed right afterwards?
- 5 A. Yes, sir.
- 6 Q. And it was only the single issue. It was only about
- 7 making sure that Doug Jones defeated Judge Moore, correct?
- 8 A. Yes, sir.
- 9 Q. And isn't it correct it was publicly reported -- you
- 10 can tell me whether or not you believe it -- that --
- 11 MR. RAGSDALE: Your Honor, if he is fixing to read
- 12 from an exhibit that has been disallowed by this court, that's
- 13 no different than --
- 14 THE COURT: I am going to wait and see what the
- 15 question is and then -- we are not going to introduce the
- 16 exhibit by reading it, obviously.
- 17 MR. WITTENBRINK: That's right, Judge. I'm sorry.
- 18 Q. (By Mr. Wittenbrink) So you testified before you
- 19 thought it was around 4 million, a little over 4 million. If
- 20 I were to tell you it was 5.1 million, would you argue that
- 21 that?
- 22 A. What I testified was that I wasn't aware of the total
- 23 value. You mentioned a number, and I said it wouldn't
- 24 surprise me.
- 25 Q. Okay.

```
96
 1
         (Brief pause)
 2
          Do you know whether or not Highway 31 actually did
 3
   their business on credit?
 4
           I did not make any of the purchasing, so I don't know
   Α.
 5
   how it was made.
 6
           So you don't have any knowledge of that?
   Ο.
 7
          No, sir.
 8
             MR. WITTENBRINK: I think that's all I have for this
 9
   witness, Judge.
10
              THE COURT: All right. Questions from the defense.
11
             MR. RAGSDALE: Thank you, Your Honor.
12
              THE COURT: I am turning control over to defense
13
   table. Which table has control?
14
              MR. RAGSDALE: This handsome gentleman in the back.
15
              THE COURT: Very good. All right. You may proceed,
16 I
   Mr. Ragsdale.
17
             MR. RAGSDALE:
                             Thank you.
18
                          CROSS-EXAMINATION
   BY MR. RAGSDALE:
19
20
          Good afternoon, Mr. Muhlendorf.
   Ο.
21
          Good afternoon.
   Α.
22
          Just to be clear, you were subpoenaed to be here today
   Ο.
23
   by Mr. Moore's team, right?
24
   Α.
          Yes, sir.
```

Okay. We didn't ask you to come here today, right?

25

Q.

- 1 A. Yes, sir.
- 2 Q. So to the extent that Mr. Wittenbrink asked you
- 3 question after question that you don't know the answer to,
- 4 that's not our fault, is it?
- 5 A. No, sir.
- 6 Q. Now, the -- and Mr. Wittenbrink asked you a series of
- 7 questions about how long Highway 31 existed. It was only
- 8 created for the purpose of this one election, right?
- 9 A. That's correct.
- 10 Q. So it is hardly surprising that it would be dissolved
- 11 after the election was over, right?
- 12 A. That's common practice.
- 13 Q. And this isn't the only time this has ever happened, is
- 14 it, where a PAC is created for one election and then later
- 15 dissolved?
- 16 A. It's common practice.
- 17 Q. Now, Mr. Wittenbrink showed you repeatedly the shopping
- 18 mall ad and played it for you, right?
- 19 A. Yes, sir.
- 20 Q. Do you have any doubt that everything in that shopping
- 21 mall ad is true as we sit here today?
- 22 A. I don't have any doubts.
- 23 Q. Did you have any doubts at the time that the shopping
- 24 mall ad was true?
- 25 A. I did not have any doubts.

- 1 Q. And did you have any doubts that everything in that
- 2 shopping mall ad had previously been reported in other
- 3 journalistic reports?
- 4 A. Yes, sir. I had no doubts.
- [0, 1] And, for example, the article he asked you to look at,
- 6 which was Exhibit 3, the New American Journal, it does say,
- 7 does it not -- can we pull up Number 3? I'm sorry.
- 8 MR. RAGSDALE: And if you would scroll down to the
- 9 part that we looked at that says "breaking news" -- I think it
- 10 is right at the end.
- 11 Q. Do you see that part?
- 12 A. Yes, sir.
- 13 Q. Okay. It actually says, Sources tell me Moore was
- 14 actually banned from the Gadsden Mall and the YMCA for his
- 15 inappropriate behavior of soliciting sex from young girls.
- Do you see that?
- 17 A. Yes, sir.
- 18 Q. So the ad accurately reported that there were reports
- 19 that Mr. Moore had been banned from the mall for soliciting
- 20 sex, right?
- 21 A. Yes, sir.
- 22 Q. And the part that Mr. Wittenbrink asked you about that
- 23 we left out, "sources tell me," do you see that?
- 24 A. Yes, sir.
- 25 Q. You are used to dealing with reporters, aren't you?

A. Yes, sir.

- 2 Q. Don't almost all reporters rely on sources?
- 3 A. Yes, sir.
- 4 Q. I mean, otherwise, it would be just one person's
- 5 opinion, right?
- 6 A. Yes, sir.
- 7 MR. RAGSDALE: Now, if you would pull up Number 5,
- 8 please. And if you would -- let's see. Where is the Wendy
- 9 Miller quote? I walked up here without my glasses, Judge. I
- 10 am an unarmed man. Excuse me.
- 11 THE COURT: He's pulling it up now.
- 12 Q. (By Mr. Ragsdale) This says -- in fact, this article
- 13 did accurately say, Wendy Miller told The Post that she was 14
- 14 and working as Santa's helper at the Gadsden Mall in 1977 when
- 15 Moore first spoke with her and told her she looked pretty,
- 16 right?
- 17 A. Yes, sir.
- 18 Q. Okay. And so that's accurately reported in the
- 19 shopping mall ad, isn't it?
- 20 A. Yes, sir.
- 21 Q. And in fact, Mr. Wittenbrink didn't want you to read
- 22 this next line, but it says, Two years later when she was 16,
- 23 he asked her out on dates, although her mother wouldn't let
- 24 her go.
- 25 Do you see that?

- A. Yes, sir.
- 2 Q. So both of the quotes that are in those two still
- 3 photos accurately quote the sources that they come from; is
- 4 that right?

- 5 A. Yes, sir.
- 6 Q. And those were previously reported before the ad ever
- 7 ran, right?
- 8 A. Yes, sir.
- 9 Q. Now, Mr. Wittenbrink also asked you if it was a crime
- 10 to solicit sex in Alabama, and I objected. You are not a
- 11 lawyer, right?
- 12 A. I am not.
- 13 Q. Do you have an opinion or do you know whether it is a
- 14 crime to sexually assault a 14-year-old?
- 15 A. I am not --
- 16 MR. WITTENBRINK: Objection. The question assumes
- 17 facts not in evidence. Remember the reason for entering the
- 18 articles, Judge. There's no evidence that that's happened.
- 19 THE COURT: He's testified he doesn't -- he is not a
- 20 lawyer and doesn't know what is or isn't legal. I think your
- 21 point is made.
- 22 Q. (By Mr. Ragsdale) Do you have an opinion about whether
- 23 or not soliciting sex is worse or better than sexual assault?
- 24 A. I would think that sexual assault is worse than.
- 25 Q. Now, there is a stipulation, but I want to ask you

- 1 about this. If I told you that the ad only ran from
- 2 November 27th and ceased on December 5th, would you dispute
- 3 those dates?
- 4 A. No, sir, I would not.
- 5 Q. Okay. And as I understand your testimony, by the time
- 6 Mr. Moore had held a press conference and asked that the ad be
- 7 pulled, it had run its course, right?
- 8 A. That is correct.
- 9 Q. There was nothing left to pull, right?
- 10 A. That is correct.
- 11 Q. To your knowledge, did any television station in the
- 12 state of Alabama pull that ad because of Mr. Moore's
- 13 complaints?
- 14 A. I am not aware of any ad that was pulled because of
- 15 Mr. Moore's complaints.
- 16 Q. Oh, I'm sorry. I messed up. It is December 6th, not
- 17 December 5th. I apologize. It is December 6th, but would you
- 18 agree with me that that's the date if we stipulated to that?
- 19 A. Yes, sir.
- 20 Q. Okay. Now, Mr. Wittenbrink also asked you about the
- 21 \$5 million or \$4 million that was spent by Highway 31. Do you
- 22 remember that?
- 23 A. Yes, sir.
- 24 Q. Highway 31 did more than just run this ad, right?
- 25 A. That's correct.

- 1 Q. Did it also the do voter registration efforts?
- 2 A. Yes, sir.
- 3 Q. Did it also do efforts to get out to vote?
- 4 A. Yes, sir.
- 5 Q. And also, there might have been other ads that it ran,
- 6 right?
- 7 A. That's correct.
- 8 Q. So that \$5.1 million figure includes all the efforts
- 9 that were undertaken by Highway 31 on behalf of Mr. Jones in
- 10 that election; is that right?
- 11 A. If that is how much money was spent, yes, sir, that's
- 12 everything.
- 13 Q. Mr. Muhlendorf, do you have children?
- 14 A. I do.
- 15 Q. Do you have a daughter?
- 16 A. Yes, sir.
- 17 Q. How old is your daughter?
- 18 A. She's four.
- 19 Q. And has she started school?
- 20 A. Tomorrow is her very first day.
- 21 Q. Very first day of kindergarten?
- 22 A. Pre-K but her very first day.
- 23 Q. Pre-K. I am going to ask you to do something that you
- 24 don't ever want to do which is think ahead for your children,
- 25 but instead of being her first day of pre-K, ten years from

- now might be her first day of high school, right, 14?
- 2 A. Yes, sir.

- 3 Q. And if you became aware that a 32-year-old man had been
- 4 coming up to your 14-year-old daughter and telling her that
- 5 she looked pretty --
- 6 MR. WITTENBRINK: Objection. Again, it is still
- 7 facts not in evidence, Judge, and --
- 8 THE COURT: I am going to let him finish asking the
- 9 question.
- 10 Go ahead, Mr. Ragsdale.
- 11 Q. (By Mr. Ragsdale) If you became aware that your
- 12 14-year-old daughter had been approached by a 32-year-old man,
- 13 told that she looked pretty, brought drinks and flirted with
- 14 her, would that upset you?
- 15 A. Yes, sir.
- 16 MR. RAGSDALE: I am done with this witness, Your
- 17 Honor.
- 18 THE COURT: All right. Mr. Wittenbrink, any
- 19 follow-up?
- 20 REDIRECT EXAMINATION
- 21 BY MR. WITTENBRINK:
- 22 Q. Mr. Ragsdale asked you about other activities and other
- 23 ads that you did. Did you also have a digital campaign?
- 24 A. Yes, sir.
- 25 Q. And did you have a digital ad that ran?

```
1
             MR. RAGSDALE: Objection, Your Honor. We have
 2
   covered this in pretrial rulings.
 3
             THE COURT: Where are we going with it?
 4
             MR. WITTENBRINK: Well, I mean, I feel like
 5
   Mr. Ragsdale opened the door by talking about these other ads.
 6
             THE COURT: Let's come up here.
 7
         (Sidebar conference)
 8
             THE COURT: You did ask the question: Did you spend
   money on other ads. What are you intending to ask him?
 9
10
             MR. WITTENBRINK: Well, was other --
11
                         I don't want to get into the specifics,
             THE COURT:
12
   and we are certainly not getting into the fact that it,
13
   basically, as I have put it, doxed -- could say we would dox
14
   voters on how they voted. If you just want to get into
15
   general -- how did you intend to ask the question because we
16
   are not going to cross the line.
             MR. WITTENBRINK: Well, Judge, you know -- I'm going
17
18
   to ask him how many -- does he know if he ran more than one
19
   digital ad.
                                That's fine.
20
             THE COURT:
                         Okay.
21
             MR. WITTENBRINK: And then I don't know if he knows
22
   the total amount of money that was spent on the digital ad.
23
   We have already got the total amount of money. And, you know,
24
   from my point of view, Mr. Ragsdale opened the door asking
25
   about other ads, and I feel like I could go ahead and just
```

```
1
   play the ad. Did you run this ad too?
 2
             THE COURT: I am not going to let him play the ad
 3
   for the same reasons we ruled previously. He didn't say
 4
   anything about the ad being -- in other words, nothing was
 5
   asked that would have said that this wasn't controversial or
 6
   anything else. I will allow you to ask if you ran any other
 7
   ads that were also asked to be pulled down, but we are not
 8
   getting into the content of them.
 9
             MR. WITTENBRINK: Or that they were negative --
10
             THE COURT: I know you would object to that too.
11
             MR. RAGSDALE: This started with him being allowed
12
   to bring the total amount of spent.
13
             THE COURT:
                         I understand. And we are not going to
14
   play the ad or get into the specifics of the ad. Now, I
15
   really don't know where you are wanting to go beyond playing
16
   the ad, which I am not going to let you do. If there's no
17
   where else to go, then let's move on.
18
             MR. WITTENBRINK: Well, I guess that's all there is,
19
   Judge.
20
             THE COURT: All right. Your objection again to the
21
   digital ad not being played is noted, but it does not open
22
   that far.
23
             MR. WITTENBRINK:
                                Okay.
                                      Thank you.
24
             MR. RAGSDALE: Thank you, Your Honor.
         (End sidebar conference)
25
```

```
1
              THE COURT: You may continue.
 2
           (By Mr. Wittenbrink) Mr. Ragsdale asked you about
   Ο.
 3
   whether or not you believed that entire ad was completely
 4
   truthful, and you have already given us the context for that
 5
   truth. Isn't that correct, Mr. Muhlendorf?
 6
   Α.
          Yes, sir.
 7
              MR. WITTENBRINK:
                                That's all I have, Judge.
 8
              THE COURT: Mr. Ragsdale?
 9
             MR. RAGSDALE: No more questions, Your Honor.
              THE COURT: Does the defendant intend to call
10
11
   Mr. Muhlendorf in its case?
12
              MR. RAGSDALE: We do not.
13
              THE COURT: So is he free to go?
14
             MR. RAGSDALE: He is free to go.
15
             THE COURT: Do you agree, Mr. Wittenbrink, that he
16
   can be released?
17
              MR. WITTENBRINK:
                                I do.
18
              THE COURT: All right. Sir, you are free to go.
19
   Thank you for coming.
20
              THE WITNESS: Thank you, Your Honor.
21
          (Witness excused)
22
              THE COURT: Mr. Wittenbrink, you can call your next
23
   witness.
24
              Do you need a break?
25
              MR. WITTENBRINK:
                                Just a very brief break.
```

```
THE COURT: That's fine.
 1
 2
             It is 2:45. We will come get you at 2:55.
 3
             All right. See you in ten minutes.
 4
         (Jury out at 2:45 p.m.)
 5
             THE COURT: All right. We will see everybody back
 6
   at 2:55.
 7
         (Recess taken from 2:46 p.m. to 2:57 p.m.)
 8
             THE COURT: Just for the record, all I'm doing is
 9
   copying over the flash drive y'all gave me Friday onto his
10
   flash drive so everybody is working off the same copy.
11
             MS. JOHNSON: Judge, I believe this one I have has
12
   updated numbers --
13
             MS. VELEZ: That's correct. Because some were
14
   withdrawn and some were --
15
             THE COURT: Well, if you want to give them that one,
16
   if you've got it on yours.
17
             MS. VELEZ: There's nothing on it except the
   exhibits, so that's fine.
18
19
             THE COURT: That will work. Then I will stop this
20
   copy and hand it back to you with nothing in it -- or nothing
21
   added.
22
             All right. Very good. Anything else we need to
23
   take up?
24
                               Thank you very much, Judge. We
             MR. WITTENBRINK:
25
   appreciate it.
```

```
1
             THE COURT: Sarah, I think we can go get the jury.
 2
         (Brief pause)
 3
         (Jury in at 3:01 p.m.)
             THE COURT: Plaintiff may call its next witness.
 4
 5
             MR. WITTENBRINK: J.B. Poersch.
 6
             THE WITNESS: Poersch, yes, sir.
 7
             THE COURT: Mr. Poersch, if you will stand,
 8
   Ms. Sarah is going to give you the oath.
 9
         (Witness sworn)
             COURTROOM DEPUTY: State your name for the record.
10
11
             THE WITNESS: J.B. Poersch.
12
             COURTROOM DEPUTY: Will you spell that for us?
13
             THE WITNESS: Yes. It's P-, as in Patrick,
14
   O-E-R-S-C-H.
15
             COURTROOM DEPUTY: Thank you.
16
             THE COURT: All right. Mr. Wittenbrink, you may
17
   proceed.
18
             MR. WITTENBRINK: Thank you.
19
                         DIRECT EXAMINATION
20
   BY MR. WITTENBRINK:
21
          Mr. Poersch, will you please give us your name and
   address for the record?
23
          Yes. It's J.B. Poersch. My address is -- my home
   address, sir?
25
   Q.
          Yes, sir.
```

- 1 A.
- 2 Q. Okay. And what is your position with the defendant
- 3 SMP?
- 4 A. I am the president of Senate Majority PAC.
- 5 Q. And can you tell the Court -- what is -- so what is
- 6 Senate Majority PAC?
- 7 A. It's a super PAC. It's a political action committee.
- 8 Q. Can you tell the Court the difference between a regular
- 9 PAC and a super PAC?
- 10 A. The -- a quote, unquote, "regular PAC" might be, like,
- 11 a leadership PAC that's -- that the candidates have access to.
- 12 We are separate from the candidates, but we support
- 13 candidates.
- 14 Q. Okay. So you are independent from candidates?
- 15 A. Yes, sir.
- 16 Q. As a consequence of that, you can take bigger
- 17 donations; isn't that correct?
- 18 A. Yes, sir.
- 19 Q. Tell us the relationship between SMP, or Senate
- 20 Majority PAC, and Highway 31.
- 21 A. They were -- they were under our umbrella.
- 22 Q. Okay. Were they created by principals from your
- 23 organization?
- 24 A. Yes, sir.
- 25 Q. Okay. And isn't it true that you had ultimate

- 1 authority over decisions they made with regard to these ads
- 2 that were made?
- 3 A. We did, yes, sir.
- 4 Q. How about you, yourself, personally, Mr. Poersch, did
- 5 you have input personally into whether or not the ads would be
- 6 published?
- 7 A. Yes, sir.
- 8 Q. And you made those decisions?
- 9 A. Yes, sir.
- 10 Q. Okay. So you were actually one of the people that
- 11 approved this ad to go out?
- 12 A. That's correct, sir.
- 13 Q. Now, we did talk to you previously. So all the talk
- 14 that I had with Mr. Muhlendorf about Highway 31 and whether or
- 15 not it was an Alabama-based PAC, like you said under your
- 16 umbrella, let me ask you this: Do the creative team or any of
- 17 those people work directly for Highway 31, or did they work
- 18 for Senate Majority PAC?
- 19 A. Well, you ran through with Mr. Muhlendorf the staff
- 20 that they had because they were a separate affiliate, a
- 21 separate entity from us, but they were under our umbrella.
- 22 And I think you mentioned two of the staff people that they
- 23 had, you know, and sundry field staff and et cetera.
- 24 Q. Okay.
- 25 A. There were people that knocked on doors and that kind

- 1 of thing.
- 2 Q. So the creative team, quote, unquote, they were people
- 3 that --
- 4 A. Were based in Washington, yes, sir.
- 5 Q. Based in Washington?
- 6 A. Yes, sir.
- 7 Q. And what about the research team, where were they
- 8 based?
- 9 A. The research team was in D.C. too. I can't remember.
- 10 There might have been a research person in Alabama too, but I
- 11 don't recall that.
- 12 Q. Okay. Now, on -- you don't know the name of any person
- 13 in Alabama that actually did any research?
- 14 A. No, because we had people that came -- that were in
- 15 Alabama but weren't necessarily there the whole time, sir.
- 16 Q. All right. Now, your deposition was taken before;
- 17 isn't that correct?
- 18 A. That's correct.
- 19 Q. And so we did ask you -- can you pull up the slide,
- 20 please, the slide -- the slide with the two statements?
- 21 MR. CALEB MOORE: Yes.
- 22 Q. (By Mr. Wittenbrink) Now, Mr. Poersch, this first
- 23 sentence, Moore was actually banned from the Gadsden Mall for
- 24 soliciting sex from young girls --
- 25 A. Yes, sir.

```
1 Q. -- do you believe that Mr. Moore was actually banned
```

- 2 from the Gadsden Mall for soliciting sex from young girls?
- 3 A. I do, sir.
- 4 Q. When you were deposed on March 1st, 2022, did you have
- 5 a different opinion?
- 6 MR. RAGSDALE: Your Honor, I think the witness needs
- 7 to be shown his deposition if he's going to be impeached with
- 8 it.
- 9 THE COURT: Well, I think he's asking if he had a
- 10 different opinion at that time, so let's see if he remembers
- 11 whether or not he did. I don't know what he said, so.
- 12 MR. RAGSDALE: I don't either.
- 13 THE WITNESS: I don't recall having a different
- 14 opinion. I do remember being a little overwhelmed with all
- 15 the legalese.
- MR. WITTENBRINK: Okay. May I approach the witness,
- 17 Judge?
- 18 THE COURT: Yes.
- 19 MR. RAGSDALE: Do you have a copy for us?
- 20 MR. WITTENBRINK: It is pages 89 and 90 of the
- 21 deposition there. I think it starts with -- okay. It starts
- 22 here, and you can read through lines 19 to 23.
- 23 Q. (By Mr. Wittenbrink) Mr. Poersch, I am going to show
- 24 you this deposition.
- 25 MR. WITTENBRINK: Let the record reflect I am

```
showing him pages 89 and 90 of the transcript of J.B. Poersch
 1
 2
   conducted on March 1st, 2022.
 3
             Judge, this says "confidential."
 4
             THE COURT: Okay.
             MR. WITTENBRINK: I believe it is confidential
 5
 6
   because there are some redacted matters that we have -- we are
 7
   not introducing the redacted matters.
 8
             THE COURT: Hold on just second. Go ahead and
 9
   finish. Are you trying to introduce it or are you just trying
   to refresh his recollection?
10
11
             MR. WITTENBRINK: I am trying to get the witness to
12
   look at it. We are not going to introduce the deposition at
   this time.
13
14
             THE COURT:
                         Okay.
15
             MR. WITTENBRINK: But I also wanted to note that
16
   these lines do say "confidential" but we are not showing him
17
   any information that is confidential or that was required or
18
   requested to be redacted.
19
             THE COURT: Okay.
20
             MR. RAGSDALE: Your Honor, the entire deposition was
21
   marked as confidential pursuant to the protective order
22
   entered in this case. I don't think this particular subject
23
   is --
24
             THE COURT: Well, you have seen the lines he's
25
   intending to ask him about.
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1
              MR. RAGSDALE: I am not objecting to those lines,
 2
   but there are certainly portions of the deposition that are
 3
   confidential, proprietary, and with which this court has made
 4
   a ruling.
 5
              THE COURT: We are not going to move in deposition.
 6
   I just want you to stick to those things you showed
 7
   Mr. Ragsdale.
 8
             MR. WITTENBRINK:
                                Yes, Your Honor.
 9
             MR. RAGSDALE:
                             I'm sorry.
                                I would never do that.
10
              MR. WITTENBRINK:
11
             MR. RAGSDALE: What page are we looking at?
12
   sorry.
13
             MR. WITTENBRINK:
                                89 and 90.
14
             MR. RAGSDALE: Thank you.
15
           (By Mr. Wittenbrink) Mr. Poersch, I'm going to read you
16
   the question and ask you to read "A" for the answers as I go,
17
   if you would.
18
              The question was: Well, the script said, What do
19
   people who know Roy Moore say, Moore was actually banned from
2.0
   the Gadsden Mall for soliciting sex from young girls, correct?
21
   And it cites a New American Journal article of November 12th
22
   2017, correct?
23
              And read your answer. It starts at "A" on Line 15.
24
           "Yeah, I'm not -- you used a phrase earlier Gadsden
25
   Mall, I think. I don't remember. Yes, it says at the top
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- 1 Gadsden Mall in your statement."
- 2 Q. Okay. And your answer continues.
- 3 A. Oh, okay. Thank you.
- 4 "The ad says -- I'm reading what -- thank you for
- 5 doing that, Mr. Anderson. Moore was actually banned from
- 6 Gadsden Mall for soliciting sex from young -- for soliciting
- 7 sex from young girls. I don't think the ad says at Gadsden
- 8 Mall."
- 9 Q. Okay. So your interpretation at the time you took this
- 10 deposition was the same as Mr. Muhlendorf's; is that correct?
- 11 A. Yes. Though I would have to say at the time I hadn't
- 12 seen the ad in five years, so I was having to do a lot from
- 13 memory at the time, sir.
- 14 0. I see.
- 15 A. So I was confused at what was actually in the ad
- 16 because I hadn't seen it.
- 17 Q. They showed you the ad at the time or not?
- 18 A. Real quick.
- 19 Q. Okay.
- 20 A. I was seeing it for the first time in five years, sir.
- 21 Q. Okay. So the question goes on to the next line at
- 22 line 24: "What is between at and from?"
- 23 If you would give me the answer.
- 24 A. "From the Gadsden Mall is where he was" --
- 25 Q. Where he was?

A. "Where he was banned."

- $2 \mid Q$ . Okay. And the question next question: "What is the
- 3 distinction between 'from' and 'at'?"
- 4 And your answer?
- 5 A. And then I said, "I will try again. I thought I made
- 6 that distinction that Moore was actually banned from the mall.
- 7 To my knowledge, the ad didn't state that he solicited at the
- 8 Gadsden Mall, and I think there is a difference."
- 9 Q. Okay. Continue your answer.
- 10 A. Yes, sir. "There were -- the mall banned him for
- 11 soliciting sex, but I don't think, you know, from what's in
- 12 the ad, that he, that Judge Moore solicited sex at Gadsden
- 13 Mall. I think I'm being clear, sir."
- 14 Q. Okay. So before you got here today and after you took
- 15 this deposition -- so your position now is that the ad does
- 16 say that he was banned for soliciting sex at the Gadsden Mall;
- 17 is that correct?
- 18 A. I saw it on the screen, sir.
- 19 MR. WITTENBRINK: Can you put it on the screen?
- 20 Q. Okay. Read the first line.
- 21 A. "Moore was actually banned from the Gadsden Mall for
- 22 soliciting sex from young girls."
- 23 Q. Okay. Do you believe that that ad implies that he was
- 24 soliciting sex from young girls at the mall?
- 25 A. I do.

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Q. You do?
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 $2 \mid A$ . I do.

- 3 Q. Okay. And then --
- 4 MR. RAGSDALE: Your Honor, could Mr. Wittenbrink
- 5 return to either the table or --
- 6 MR. WITTENBRINK: I'm sorry.
- 7 THE COURT: Yeah, if you don't have anything else to
- 8 show him, let's go back to the podium.
- 9 You can ask a question.
- 10 Q. (By Mr. Wittenbrink) All right. The next line says --
- 11 read the next line for the jury, please.
- 12 A. "One he approached 'was 14 and working as Santa's
- 13 helper.'"
- 14 Q. Now, in your mind, Mr. Poersch, does that say that he
- 15 was soliciting sex from that young girl who was 14 and a
- 16 Santa's helper?
- 17 A. It doesn't. These are separate frames and separate
- 18 parts of the ad.
- 19 Q. Okay.
- 20 A. No, it doesn't, sir.
- 21 Q. I know that there's a big line on there, on this slide,
- 22 but if I were to represent to you that the ad, when played,
- 23 does not show a line or separation there but runs those two
- 24 statements pretty quickly back to back, do you think that it
- 25 is fair that a reasonable person would assume that what you

- 1 were saying is he was banned from the Gadsden Mall for
- 2 soliciting sex from young girls and one he approached was 14
- 3 and working as a Santa's helper? Do you think that is a fair
- 4 interpretation of that statement?
- 5 A. It wasn't the intention of the ad, sir. Those are two
- 6 separate quotes given there, two separate frames in the ads.
- 7 Q. I see they are two separate quotes.
- 8 A. Two separate frames in the ad, too, sir.
- 9 Q. Okay. So your statement to the jury is that SMP, which
- 10 approved the ad is what you said, did not intend to imply to
- 11 anyone that the 14-year-old working as Santa's helper was one
- 12 of the young girls he solicited for sex?
- 13 A. Yes, sir.
- 14 Q. Okay. So anybody inferring that, they were just
- 15 mistaken?
- 16 A. That's -- it wasn't the intention of the ad, sir, no.
- 17 Q. Okay. And yet when you are -- okay.
- Now, you changed your mind about whether or not he
- 19 was banned from the Gadsden Mall for soliciting sex from young
- 20 girls at the mall; is that correct?
- 21 A. I don't think I changed my mind, sir. It was a little
- 22 confusing then, and I was seeing it for the first time.
- 23 Q. So when you heard it during your deposition and this
- 24 statement was read to you, you didn't believe that you meant
- 25 to say that it was for young girls at the mall, that it was

- 1 just for soliciting sex from young girls, and it could have
- 2 been anywhere?
- $3 \mid A$ . My belief that that first statement is true, sir, but I
- 4 don't think the second statement, "one he approached was 14
- 5 and working as Santa's helper, "no, I don't think the
- 6 intention of the ad was to suggest that that person had -- had
- 7 been -- solicited sex by Mr. Moore.
- 8 Q. Did you have a report from anyone that said a
- 9 14-year-old girl was approached or was -- not approached --
- 10 was solicited for sex at the Gadsden Mall by the defendant Roy
- 11 Moore?
- 12 A. No, sir.
- 13 Q. Did you have personal knowledge of any of these
- 14 statements?
- 15 A. There was quite a bit of reporting, as you know.
- 16 Q. Right. There's quite a bit of reporting.
- 17 A. Yes, sir.
- 18 Q. Do you know -- besides Glynn Wilson's report that said
- 19 "sources say" and some reports that repeated that, did you
- 20 know anybody that named a source that said that Mr. Moore was
- 21 banned from the Gadsden Mall for soliciting sex from young
- 22 girls?
- 23 A. There were -- as I recall, sir, there were reports at
- 24 the time from people in the community, people in Etowah
- 25 County, people that were affiliated with Gadsden Mall that

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1 said that he had been banned. And that was part of the news
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- 2 reports too. I can't recall whether it all -- as you said, it
- 3 all came from one report. I don't think that's true, sir.
- 4 Q. Well, my question was a little bit more specific,
- 5 though. Did you hear of any named source, anybody that said
- 6 personally and put their name to it that Judge Roy Moore was
- 7 banned from the Gadsden Mall for soliciting sex from young
- 8 girls?
- 9 A. I don't -- I guess -- I will think about it, but I
- 10 quess I don't recall the specific names.
- 11 Q. And do you recall -- and you didn't intend for the
- 12 14-year-old to be part of that sexual solicitation anyway?
- 13 A. It wasn't intended, no.
- 14 Q. Okay. Now, when you were questioned back on March 1st
- 15 of 2022 -- well, let me show Mr. Ragsdale this.
- MR. WITTENBRINK: It is page 91, so start on line 3
- 17 and go through line 20.
- 18 MR. RAGSDALE: Okay.
- 19 MR. WITTENBRINK: May I approach the witness, Judge?
- 20 MR. RAGSDALE: And just to be clear, is the question
- 21 has he changed his testimony?
- 22 MR. WITTENBRINK: Yes.
- 23 MR. RAGSDALE: Okay.
- 24 THE COURT: Okay. You can approach.
- 25 Q. (By Mr. Wittenbrink) Mr. Poersch, I'm going to ask you

- 1 to review this on page 91. Start with the question and your
- 2 answers, and read from line 3 to line 19.
- 3 A. Okay. All right. The other lawyer's questions was:
- 4 So what you are saying is that the ad connotes that he was
- 5 banned from Gadsden Mall for something that happened somewhere
- 6 else, not in the Gadsden Mall?"
- 7 The response: "What I'm saying, sir, is the ad says
- 8 that he states he was banned from Gadsden Mall and banned for
- 9 soliciting sex from young girls. I think, sir, you are taking
- 10 some liberties beyond that by what it may have started, but
- 11 it's right there. If there's more to the script, we can go
- 12 back and look at the original script."
- "It speaks for" -- the other lawyer asks, "It speaks
- 14 for itself, correct? The ad speaks for itself."
- The answer: "Apparently not, sir, because you and I
- 16 have differing views."
- Did I get it?
- 18 Q. That's good.
- 19 A. Okay.
- 20 Q. So did your testimony change from the time of your
- 21 deposition to today?
- 22 A. I don't -- what was given to me in terms of seeing the
- 23 ad for the first time, I might have been confused, but I don't
- 24 think my position has changed, no, sir.
- 25 Q. Well, so you hadn't seen the ad for a while, but you

- 1 were the person responsible for creating it.
- 2 A. I couldn't even -- in the deposition, I couldn't even
- 3 read the script because I didn't have reading glasses. It was
- 4 all -- it was all a quite a blur, sir.
- 5 Q. Okay. So the attorney in the deposition didn't give
- 6 you a fair chance to read it and see what it said?
- 7 A. It seemed to be moving quickly, yeah.
- 8 MR. RAGSDALE: Your Honor, for the record, can we
- 9 say that this deposition was taken remotely? I think it is
- 10 worth mentioning and obviously not by Mr. Wittenbrink.
- 11 THE COURT: Understood.
- 12 MR. RAGSDALE: Okay.
- 13 Q. (By Mr. Wittenbrink) Do you know who the people were
- 14 that did the due diligence for the ad?
- 15 A. They were research on SMP staff.
- 16 Q. Do you know who those people were?
- 17 A. It started with the research. There were lawyers who
- 18 reviewed it too, sir.
- 19 Q. Okay. Did you -- can you tell us the names of the
- 20 people on the research staff that --
- 21 A. The two I recall is Diana Astiz, who was our research
- 22 director at the time. You know, in your documents, you cite
- 23 Dan Goldfield who was a junior researcher, but he was
- 24 primarily organizing clips. I believe there was a third
- 25 researcher whose name I don't recall.

- 1 Q. Ms. Astiz is going to come and talk to us --
- 2 A. Yes, sir.
- 3 Q. -- about the case, correct?
- 4 A. That's my understanding.
- 5 Q. You were aware that Mr. Moore objected to the ad; is
- 6 that correct?
- 7 A. In -- towards the end of the campaign, yes, there was
- 8 some pushback from the campaign that said publicly they
- 9 disagreed.
- 10 Q. Did you see an e-mail indicating that Moore was going
- 11 to file suit?
- 12 A. I have seen the -- I have seen the e-mails since, yes,
- 13 sir.
- 14 Q. That was an e-mail from Chris Hayden about
- 15 December 6th?
- 16 A. I have seen that e-mail recently, yes, sir.
- 17 Q. Okay. And you -- did you review that at the time?
- 18 A. It's likely I would have seen it. I don't recall it,
- 19 but it is likely I would have seen it.
- 20 Q. You don't recall it right now? You don't recall seeing
- 21 it?
- 22 A. No.
- 23 Q. But it's likely you would have seen it?
- 24 A. If it was addressed to me, there is a good chance I
- 25 would have seen it, yes, sir.

- 1 Q. The subject of that e-mail was that Moore was going to
- 2 file suit to stop the false Highway 31 ad, correct?
- 3 A. Yes, sir. My recollection was it was later, after the
- 4 ad had run for some time.
- 5 Q. You got that e-mail from Adam Muhlendorf?
- 6 A. Yeah. He was the communications director -- oh, no.
- 7 I'm sorry. If it came from Adam, Adam ran Highway 31.
- 8 Q. Okay. And did Adam ask you whether or not SMP would
- 9 pull the advertising in order to respond to Mr. Reeves of the
- 10 AP?
- 11 A. I don't recall if he asked, but we never pulled the ad.
- 12 Q. Did you think it was significant that Judge Moore was
- 13 asking the ad to be pulled?
- 14 A. It seemed like something campaigns do.
- 15 Q. In fact, do you recall saying that this was just a
- 16 politician in a political campaign waving their hands and
- 17 raising an objection?
- 18 A. I don't recall that quote, no.
- 19 MR. WITTENBRINK: May I approach the witness, Judge?
- THE COURT: Okay.
- 21 MR. RAGSDALE: What page are we on?
- MR. WITTENBRINK: Page 132 and 133. I am going to
- 23 start at line 15 on 132 and go through line 10.
- 24 Q. (By Mr. Wittenbrink) I will read the question part,
- 25 Mr. Muhlendorf, if you don't mind.

A. Mr. Poersch.

- 2 Q. Mr. Poersch. I'm sorry.
- 3 A. That's okay. That's okay.
- 4 Q. I am mixing y'all up.
- 5 "That wasn't my question. My question was:
- 6 Mr. Muhlendorf contacted you to see whether SMP would pull the
- 7 ad, which is Exhibit 7, correct?"
- 8 And Mr. Stafford objected.
- 9 And what was your answer?
- 10 A. "The associated press" -- I know. I just wanted to
- 11 read your part again.
- 12 (Witness reviews document.
- THE WITNESS: Okay. And then you want me to read
- 14 from line 9?
- 15 Q. (By Mr. Wittenbrink) Oh, no. I'm sorry. I started
- 16 here (indicating).
- 17 A. Oh, I'm sorry.
- 18 Q. I read: "That wasn't my question. My question was:
- 19 Mr. Muhlendorf contacted you to see whether SMP would pull the
- 20 ad, which was Exhibit 7."
- 21 And then there was an objection, but you answered.
- 22 What was the answer?
- 23 A. "Yes. In this context, while I don't recall, I know
- 24 that we never pulled the ad. Under any circumstances, we
- 25 never -- that didn't happen."

- Q. Right. And I am going to read the next question.
- 2 A. Okay.

- 3 Q. "Because your objection" -- it says "objection." It
- 4 should say "objective" -- "was to win at all costs, correct?"
- 5 MR. RAGSDALE: Your Honor, the objection on the
- 6 record was both to the form of the question and the fact that
- 7 it had been previously asked and answered.
- 8 THE COURT: Okay.
- 9 MR. WITTENBRINK: This is the first time it has been
- 10 asked for this particular time, Judge, so the objection was
- 11 about being asked and answered. We are under
- 12 cross-examination.
- 13 THE COURT: I will let him continue.
- 14 A. Okay. So --
- 15 Q. And your answer?
- 16 A. Right. The other lawyer says your -- "was to win at
- 17 all costs, correct?"
- 18 And the response was: "No, sir. Ironically, no,
- 19 sir. This was a politician in a political -- this was just a
- 20 politician in a political campaign waving their hands and
- 21 raising an objection. To my knowledge, I don't remember when
- 22 he filed suit against Highway 31, unless this is that suit."
- 23 Q. All right. You didn't see Judge Moore's objections as
- 24 being significant; is that correct? Is that fair to say?
- 25 A. Well, I'm sure they were important to him, but at the

- 1 same time, it did seem political at the time.
- 2 Q. Okay. Do you agree that the charges that you made in
- 3 that ad are serious charges? Is that correct, Mr. Poersch?
- 4 A. Those were serious circumstances, yes, sir.
- 5 Q. And it's your contention even as we sit here today that
- 6 that ad with the qualifications that you have given is
- 7 completely true?
- 8 A. I believe it to be true.
- 9 Q. And you don't believe that the words of the ad which
- 10 were not -- not the same words as some of the sources -- well,
- 11 you don't believe that the ad has been changed or in any way
- 12 made deceptive by the positioning of those statements
- 13 together?
- 14 A. There was not an intention of deception, no, sir.
- 15 Q. What would be the intention of the second sentence if
- 16 the first sentence were not in front of it? In other words,
- 17 just pretend that the ad didn't have the first sentence.
- 18 | Would you run an ad that said, Moore approached a girl who was
- 19 a Santa's helper when she was 14?
- 20 A. I think the context, sir, that is missing here is
- 21 that -- over those 18 days between the initial Washington Post
- 22 story and when our ad got ran, there were stories that showed
- 23 that girls had alleged sexual assault. There were stories
- 24 about Mr. Moore wandering around the mall and flirting,
- 25 harassment. It was all in the media.

Q. So --

- 2 A. So some of it is represented there with the front, and
- 3 then some of it is represented later on. And I -- that's --
- 4 that's why I think that line, "One he approached was 14 and
- 5 working as Santa's helper," that's a reference to what they
- 6 were already hearing in the media at the time.
- 7 Q. So what you are saying -- I mean, even though you have
- 8 said earlier in your testimony that you really didn't mean to
- 9 say that he approached that Santa's helper for sex, you are
- 10 really saying that it in the context of what -- of everything
- 11 that was going on that you really think he was approaching her
- 12 for sex, and that's what you said?
- 13 A. No. I didn't say that. You know, there were several
- 14 girls here, and it's hard to keep all of these stories apart,
- 15 but there were several girls.
- 16 Q. Don't you think, Mr. Poersch, for the purposes of the
- 17 advertisement that you ran and the statements that were made
- 18 by SMP, it would be important to distinguish that, okay, we
- 19 think he was banned from the mall for soliciting sex from
- 20 young girls and this other unrelated thing, which is what you
- 21 are saying, don't you think it would be important to make that
- 22 distinction between those two events if that's what you were
- 23 trying to say?
- 24 A. I think we did. I think it was intended to keep
- 25 separate.

- 1 Q. So you heard Mr. Muhlendorf testify that, you know, it
- 2 was really because you didn't have very much time, that you
- 3 had to get everything in 30 seconds. And so the approach of
- 4 the young girl and the soliciting sex at the mall, they
- 5 weren't really meant to go together. That's basically the
- 6 essence of your testimony, isn't it?
- 7 A. No. That's --
- 8 Q. Explain it.
- 9 A. I did hear what -- Mr. Muhlendorf said to you it is a
- 10 30-second ad. I heard that.
- 11 Q. Okay.
- 12 A. But that wouldn't be how I would describe it, no, sir.
- 13 Q. So you did use two quotes.
- 14 A. Yeah.
- 15 Q. Why did you use one person to narrate both those quotes
- 16 together?
- 17 A. Well, the whole of the 30-second ad I believe has five
- 18 quotes and --
- 19 0. Right.
- 20 A. -- yes, because it is a one ad, there's one narrator.
- 21 That's true.
- 22 Q. Okay. You don't think that having the one narrator
- 23 intended to run those quotes together?
- 24 A. No. I didn't -- it would be confusing, I think, to
- 25 have whole different bunch of voices.

- 1 Q. Did you know whether or not Glynn Wilson of the
- 2 American Journal -- New American Journal, did you know whether
- 3 or not Mr. Wilson knew Roy Moore?
- 4 A. I didn't at the time, no.
- 5 Q. Do you believe that he does?
- 6 A. My knowledge of Mr. Wilson is he was at the American
- 7 Journal and that it is out of Alabama. I don't know the
- 8 relationship between the two men, no, sir.
- 9 Q. Did anybody from SMP, anybody from Senate Majority PAC,
- 10 contact Mr. Wilson?
- 11 A. No.
- 12 Q. And you never attempted to contact Mr. Wilson?
- 13 A. I didn't contact Mr. Wilson, no.
- 14 Q. Did anybody at SMP know anything about Glynn Wilson's
- 15 reputation for truth?
- 16 A. I -- we knew that it was an Alabama-based online news
- 17 journal. We were aware of that, yes.
- 18 Q. But my question was: Did you know anything about his
- 19 reputation for truth?
- 20 A. I don't -- I don't know what you think his reputation
- 21 for truth is. No, sir.
- 22 Q. Did you? Did you?
- 23 A. Did I? No.
- 24 Q. That's the pertinent question.
- 25 A. No.

- 1 Q. Are truthful and accurate sources important to your
- 2 organization, SMP, when they are making political ads?
- 3 A. They are.
- 4 Q. But SMP never attempted to find out who Mr. Wilson's
- 5 sources were; is that correct?
- 6 A. Well, we did not have contact with Mr. Wilson, no. No.
- 7 We did see the articles, obviously. That and several other
- 8 articles that were made part of the backup.
- 9 Q. You knew that Mr. Wilson's source that's quoted -- the
- 10 quote from the article here, you knew that those sources were
- 11 unnamed, anonymous sources, correct?
- 12 A. At the time -- I think we knew they were unnamed, and
- 13 we knew that there were news reports where there were other
- 14 people in the community and from the Gadsden Mall that were
- 15 saying that he had been banned. We knew that too.
- 16 Q. But, again, you didn't have any named source that ever
- 17 said that?
- 18 A. That -- that single story, I believe he didn't have --
- 19 again, you are asking me something from five years ago. So I
- 20 don't recall for sure, but --
- 21 Q. Well, it has been five years. You did refresh your
- 22 recollection prior to coming here today; is that correct?
- 23 A. Yeah, but not having met Glynn Wilson who -- I don't
- 24 know the answer to your question for sure.
- 25 (Brief pause)

- 1 Q. (By Mr. Wittenbrink) When you were getting ready to
- 2 come here today, did you review the e-mails from Brentzel,
- 3 Chelsea, from WHNT?
- 4 A. You will have to show them to me.
- 5 (Brief pause)
- 6 Q. Mr. Muhlendorf testified that Highway 31 spent between
- 7 4- and \$5 million dollars on the Roy Moore -- on the Doug
- 8 Jones campaign against Roy Moore; is that correct?
- 9 A. I think that's ball park, yes, sir.
- 10 Q. Do you think, Mr. Poersch, there's greater latitude to
- 11 twist the truth or not tell all the truth in a political
- 12 campaign as opposed to the ordinary walk of life?
- 13 A. There are times when politics goes too far. That
- 14 doesn't make it right.
- 15 Q. Did you testify in your deposition that taking
- 16 liberties with the truth seems to be more common nowadays?
- 17 A. I think I said that in the deposition, yes, sir.
- 18 Q. Do you think it's okay?
- 19 A. What, that it is okay?
- 20 Q. Yeah, do you think it is okay?
- 21 A. No. I think it's -- it should be our intention in
- 22 everyday life, as you said, or in the practice of politics is
- 23 to present the truth. I believe that.
- 24 Q. You actually in your -- you actually testified before
- 25 that you push yourself to follow a high standard of truth.

- 1 Isn't that what you testified previously?
- 2 A. We are trying to, yes, sir.
- 3 Q. And you expect that of all the people that work for
- 4 you?
- 5 A. We are trying to get to that bar, yes, sir.
- 6 Q. And that would mean checking something out before you
- 7 published it; isn't that correct?
- 8 A. Well, again, you know, as you showed, there was quite a
- 9 bit done to collect, review the amount of reporting, the
- 10 amount of witnesses that had come forward, people that came
- 11 forward, but, you know, to go to the point where we are taking
- 12 on the role of a journalist, I'm not sure that's our role
- 13 here.
- 14 Q. You did check different news sources and different
- 15 articles while you were publishing these ads; isn't that
- 16 correct?
- 17 A. Could you ask that again, sir?
- 18 Q. You did check different news sources and different
- 19 articles? Did you have a clipping service?
- 20 A. Yeah. Yeah.
- 21 Q. Did you see articles that were published and news
- 22 stories that were published that said that Roy Moore was never
- 23 banned from the Gadsden Mall?
- 24 A. I believe there were a couple of people that made that
- 25 claim, yes.

- 1 Q. Was one of the people that made the claim the manager
- 2 of the mall for many years? Is that true, Mr. Poersch?
- 3 A. Well, as I stated earlier, there were also several
- 4 other people that said he was banned.
- 5 Q. Right. But you are aware that the manager of the mall
- 6 said that he was not banned, correct?
- 7 A. I don't remember whether he was the manager. I think I
- 8 recall during the campaign that there were a couple of people
- 9 that said that he wasn't banned, yes. I remember that. I
- 10 don't remember the part about whether he was manager or not.
- 11 Q. Would it be significant, do you think, that if the
- 12 former manager of the mall said that he had never been banned?
- 13 A. Well, my recollection is some of the people that came
- 14 forward and said that he had been banned were, to use your
- 15 term, significant. I wouldn't put them -- wipe them away.
- 16 Q. Would it have -- if you knew that the manager of the
- 17 mall denied that he had been banned, would it have changed
- 18 your approach to the ad?
- 19 A. There were several people that came forward and said
- 20 that he had been banned from the mall.
- 21 Q. That is not my question, Mr. Poersch. If you knew at
- 22 the time the manager of the mall said that he had not been
- 23 banned, would it have changed your approach to the
- 24 advertisement that you ran?
- 25 A. We represented the information that we were seeing as

- 1 accurate. I hear what you are saying, that Mr. Moore knew of
- 2 somebody that had a different point of view. I hear that.
- $3 \mid Q$ . I am still -- you are still not answering my question,
- 4 Mr. Poersch. If you were aware the manager of the Gadsden
- 5 Mall at the time of these, you know, these things would have
- 6 occurred --
- 7 A. I wouldn't necessarily think that is a be-all end-all.
- 8 Q. You wouldn't think that would be a big deal?
- 9 A. No, sir, because there were other people that also
- 10 would have, you know -- I understand he's in a position of
- 11 authority as the head of the mall, but it doesn't mean that
- 12 other people who came forward and said he had been banned in
- 13 the mall, that doesn't mean their positions aren't worthy or
- 14 are inaccurate.
- 15 Q. So your answer is it would not have changed your
- 16 position; is that correct?
- 17 A. Based on what we are talking about, no. I think that
- 18 we had appropriate evidence that at the time he had been
- 19 banned from the mall.
- 20 Q. That still doesn't quite answer the question,
- 21 Mr. Poersch. You still haven't said whether or not it would
- 22 change your position.
- 23 Would you -- if the manager of the mall said it, you
- 24 don't think that's significant enough to change your opinion?
- 25 A. Well, I did answer that, sir. I said that one single

- 1 piece of evidence is probably not --
- 2 Q. It would not be enough?
- $3 \mid A$ . I did answer that.
- 4 Q. Okay.
- 5 A. Yes, sir.
- 6 0. Who is Mark Putnam?
- 7 A. He is -- he makes television ads.
- 8 Q. Do you remember getting an e-mail November 16th from
- 9 Mark Putnam with the subject matter of this ad?
- 10 A. Yeah, I have seen the e-mail recently, yes, sir.
- 11 Q. You have seen the e-mail recently?
- 12 A. Yes, sir.
- 13 Q. So you remember that Mr. Putnam said he wanted to get
- 14 that banned from the mall quote right up front and that the ad
- 15 would rock Alabama, and you agreed with that?
- 16 A. That's -- no, I didn't agree with that. No.
- 17 Q. You didn't?
- 18 A. No. No.
- 19 Q. Well, so you didn't say you agreed?
- 20 A. No. I didn't say I agreed.
- 21 Q. Okay.
- 22 A. Not to that, no.
- 23 Q. Okay. Do you know what you were agreeing to in the
- 24 e-mail?
- 25 A. No. But it wasn't to that. It was --

- 1 Q. So you didn't think that was going to be an important
- 2 ad?
- $3 \mid A$ . I thought the ad would have impact, yes, sir.
- 4 Q. Okay. Mr. Putnam thought it was going to be the most
- 5 potent ad to harm Judge Moore's campaign, didn't he?
- 6 A. Well, I don't think those were his words, but --
- 7 Q. He said it would rock Alabama.
- 8 A. He said it would rock Alabama, yes.
- 9 Q. Do you think it did?
- 10 A. No, sir.
- 11 Q. No?
- 12 A. No.
- 13 Q. No impact?
- 14 A. No.
- 15 Q. Do you know whether or not any of the people that are
- 16 quoted in the ad knew Roy Moore?
- 17 A. Do I know for certain that any of the people who were
- 18 quoted -- I guess I don't know if they know him personally,
- 19 no, sir.
- 20 Q. Okay. Do you know if your creative team knew if any of
- 21 the people in the ad knew Roy Moore?
- 22 A. No.
- 23 Q. The lead-in says, "What do people who know Roy Moore
- 24 say."
- 25 A. Yeah. That was a reference to -- there were several

- 1 news stories. We saw one earlier that talked about how
- 2 several people in the community had known for years and years
- 3 about Roy Moore's history. So --
- 4 Q. Right.
- 5 A. -- that's what that refers to.
- 6 Q. But none of those quoted people in any of those
- 7 articles that said that he was banned from the mall for
- 8 soliciting sex from young girls, did they?
- 9 A. Could you ask that question again? I'm sorry.
- 10 Q. None of the people who were quoted -- none of the
- 11 quoted people, none of the people who were identified in the
- 12 articles said that Moore, Roy Moore, was actually banned from
- 13 the Gadsden Mall for soliciting sex from young girls.
- 14 A. Yeah, I am not trying to be evasive, but there were a
- 15 lot of articles.
- 16 Q. There were a lot of articles. We brought a lot of
- 17 articles here today.
- 18 A. Yeah.
- 19 Q. Do you know if your legal team has assembled even a
- 20 single article with a person who says that they personally
- 21 know that Roy Moore was banned from the Gadsden Mall for
- 22 having sex with young girls?
- 23 MR. RAGSDALE: I object. That clearly calls for
- 24 attorney-client communication of whether I have told
- 25 Mr. Poersch what evidence we have or don't have.

- THE COURT: You can ask him if he has seen one.
- 2 Just don't ask what conversations he has had with counsel.
- 3 MR. WITTENBRINK: Thank you, Your Honor.
- 4 Q. (By Mr. Wittenbrink) Have you seen one, Mr. Poersch?
- 5 A. Have I seen a --
- 6 Q. Have you seen a single article of the hundreds that are
- 7 here from -- with your team, have you seen a single article,
- 8 anyone showed you an article where it says, Mr. Jones says
- 9 that he knew he saw that Roy Moore was banned from the Gadsden
- 10 | Mall for soliciting sex from young girls?
- 11 A. My recollection was there was testimony from people
- 12 that they knew he had been banned. You are -- I think you are
- 13 taking it to did they know for certain. I am not sure what
- 14 the difference is here. I guess I don't know whether they saw
- 15 it for themselves or --
- 16 Q. So you are saying you did see a quote from a person who
- 17 said that they knew Roy Moore was banned?
- 18 A. Yeah. In reporting, there were several people that had
- 19 said that he had been banned from Gadsden Mall.
- 20 Q. Do you know the difference between someone saying they
- 21 heard he had been banned and that they knew he had been
- 22 banned?
- 23 A. Why don't you ask me that again?
- 24 Q. Do you know the difference between a person saying
- 25 they, quote, "heard he had been banned" and someone saying

- 1 that they knew he had been banned?
- 2 A. I am -- I am under the impression from what I recall
- 3 that there are people that believe that he was banned. I
- 4 don't -- I think that's the bridge between the two --
- $5 \mid Q$ . Right.
- 6 A. -- whether they heard or knew, they believed that, yes.
- 7 Q. Okay. So we agree that people's belief may be based on
- 8 any number of things? Whether somebody says something,
- 9 whether there's a rumor going around, a belief is not
- 10 necessarily evidence that it actually happened, is it?
- 11 A. Yeah. The reports made it clear that they had
- 12 information.
- 13 Q. Did the research team that you had include any quotes
- 14 in this ad that did not fit the mall ad narrative? In other
- 15 words, was there anything that they found in their research
- 16 that didn't match what this ad says?
- 17 A. Well, you asked me earlier if we knew that Roy Moore
- 18 had somebody that said that he hadn't been banned. I
- 19 guess that -- is that an example?
- 20 Q. Sure. Did they keep track of those quotes or how many
- 21 there were or look for any?
- 22 A. They would have access to quotes, yes, sir.
- 23 Q. Okay.
- 24 A. Or clips.
- 25 Q. But none of the quotes that they saw amounted to

```
anything that would change your mind about the ad?
 1
 2
           I think we presented an accurate ad five years ago.
                                                                Ι
   Α.
 3
   think it is still accurate, yes, sir.
 4
              MR. WITTENBRINK: One moment with my client?
 5
              THE COURT: You may.
 6
             MR. WITTENBRINK: Excuse me.
 7
         (Brief pause)
 8
             MR. RAGSDALE: Is there a chance we could maybe take
   it a down a whisper while he's talking to his client?
 9
10
              THE COURT: Sarah, can you turn up the white noise,
11
   please?
12
              MR. WITTENBRINK:
                                I apologize, Judge. I didn't know
13
   we could be heard over here.
14
         (Brief pause)
15
              THE COURT: All right. You can take it back off.
16
              Any further questions?
17
           (By Mr. Wittenbrink) As we sit here today, you cannot
18
   name one person who said that Roy Moore was banned from the
19
   mall for soliciting sex from young girls, is that correct,
   Mr. Poersch?
2.0
21
          Ask me the question again, sir.
22
          As we sit here today, you, yourself, cannot name one
23
   person who said -- besides this fellow Glynn Wilson who quoted
24
   anonymous sources -- who said Roy Moore was banned from the
25
   mall for soliciting sex from young girls?
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MR. RAGSDALE: Your Honor, I would only ask that
 1
 2
   there be an instruction that he not disclose communications he
 3
   might have had with his lawyer by which he would have learned
   that information.
 4
 5
              THE COURT: All right. Other than any information
 6
   you would have gotten from your lawyer, you can answer the
 7
   question.
 8
              THE WITNESS: I don't recall names while I'm sitting
 9
   here. No, I don't recall the names, no.
                                That's all I have, Judge.
10
             MR. WITTENBRINK:
11
              THE COURT: All right. Any cross?
12
                          CROSS-EXAMINATION
13
   BY MR. RAGSDALE:
14
          Good afternoon, Mr. Poersch.
15
          Good afternoon.
16
          When Mr. Moore threatened suit in the middle of the
17
   campaign, do you know whether or not any television stations
18
   requested that we provide backup information regarding the ad?
19
   Α.
           It's pretty common that stations request backup, yes,
20
   sir.
21
          And did we provide that backup, that is, did SMP --
   O.
22
          When it was requested, we would have provided it, yes.
   Α.
23
          Okay. And despite Mr. Moore's protestations, no
24
   station pulled that ad, right?
```

The ad was never pulled. It ran its full course in

25

Α.

- 1 every station in Alabama that it ran.
- 2 Q. Okay. We have watched the ad. I don't think we need
- 3 to watch it again. But you agree with me there are five
- 4 quotes in there, right?
- 5 A. I think there were five, yes.
- 6 Q. Okay. And the last one comes from a Gadsden police
- 7 officer that says he's basically disgusted, right?
- 8 A. I believe that was the last quote, yes.
- 9 Q. Okay. Do you think it is reasonable to read that last
- 10 quote as somehow relating to the first quote?
- 11 A. As people say, yeah, I do.
- 12 Q. And there's also a quote, is there not, in that ad that
- 13 says stories like this have been going around for 30 years,
- 14 right?
- 15 A. Yep.
- 16 MR. RAGSDALE: Could you pull up Number 3, please,
- 17 Mitch? And if you could, scroll down to the second page, I
- 18 think.
- 19 Q. It is true, is it not -- and I will give you a second
- 20 to look at that. I want to ask you a question about the two
- 21 paragraphs right before "breaking news." Do you see the one
- 22 that says "a former prosecutor"?
- 23 A. Yes. I do see it now.
- 24 Q. Okay. It's true, is it not, that Mr. Wilson's article
- 25 did quote Teresa Jones, a former deputy district attorney,

right?

- 2 A. I see that in the story here, yes.
- 3 Q. And according to Ms. Jones, it says, "It was common
- 4 knowledge that Roy dated high school girls. Everyone we knew
- 5 thought it was weird, former deputy district attorney Teresa
- 6 Jones told CNN in comments aired Saturday."
- 7 "We wondered why someone his age would hang out at
- 8 high school football games and the mall, but you really
- 9 wouldn't say anything to someone like that."
- 10 Do you see that?
- 11 A. Yeah, I remember this quote, yes.
- 12 Q. Okay. Now, finally, Mr. Poersch, Mr. Wittenbrink asked
- 13 you several questions about an unnamed mall manager who
- 14 allegedly said Mr. Moore was not banned.
- Do you remember those questions?
- 16 A. Yes, I do.
- 17 Q. Do you know who that mall manager was?
- 18 A. I don't.
- 19 Q. If you learned that that mall manager didn't even start
- 20 working at the mall until 1981, would that influence how much
- 21 weight you put on his testimony?
- 22 A. It probably would.
- 23 Q. Okay.
- 24 A. Yes.
- 25 Q. And if you learned that his wife has testified under

```
oath in this case that that mall manager was not mentally
 1
 2
   competent in 2017, would that affect whether you relied on
 3
   that?
 4
   Α.
          It would.
 5
             MR. RAGSDALE: That's all I have, Your Honor.
 6
              THE COURT: Any further questions?
 7
              MR. WITTENBRINK: Yeah. He's gone into these other
 8
   quotes that I didn't intend going on, Judge, and I have to
 9
   pull up those exhibits.
10
              Just have 1 through 5 ready to go.
11
              I need the list. Let me pull up the list here.
12
                         REDIRECT EXAMINATION
13
   BY MR. WITTENBRINK:
14
          We will start with the last quote first, the one from
15
   the police officer. Do you know what that police officer was
16
   talking about in that article that was quoted?
17
              MR. RAGSDALE: I'm sorry, Your Honor.
18
   actually the ad.
19
              MR. WITTENBRINK:
                                The ad.
                                         I'm sorry.
20
           In the ad that was quoted, do you know where that quote
21
   came from?
22
          The citation was it came from a police officer, yes.
23
             MR. WITTENBRINK: Now I can't pull my computer up,
24
   Judge. I'm sorry.
25
         (Brief pause)
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1 Q. (By Mr. Wittenbrink) Do you know the context of the
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- 2 rest of that quote, Mr. Poersch?
- 3 A. You mean besides --
- 4 Q. Besides the part where he says where he was disgusted,
- 5 do you know the rest of the context that he's quoting from in
- 6 that article?
- 7 A. Off the top of my head, I don't want to --
- 8 Q. Okay.
- 9 MR. WITTENBRINK: Hold on a minute.
- 10 (Brief pause)
- 11 Q. (By Mr. Wittenbrink) Mr. Poersch, would you agree
- 12 there's a difference between soliciting sex from young girls
- 13 and dating a young girl?
- 14 A. Is there a difference between --
- 15 Q. Is there a difference between soliciting sex from a
- 16 young girl and dating a young girl?
- 17 A. There can be, yes.
- 18 Q. I mean, you don't see those two statements as
- 19 equivalents, do you, Mr. Poersch?
- 20 A. In and of themselves, are they the same thing? Well,
- 21 it depends on the context.
- 22 (Brief pause)
- MR. WITTENBRINK: This is Exhibit 4, Judge.
- THE COURT: Okay.
- 25 Q. (By Mr. Wittenbrink) Okay. Can you see that,

Mr. Poersch?

1

- 2 A. I see what you bolded, yes, sir.
- 3 Q. There was a second officer who is unnamed. It said a
- 4 friend of his told him he was banned from the mall. He said
- 5 he actually voted for Moore, but he was disgusted, to be
- 6 honest. He said -- well, read the quote for the ladies and
- 7 gentlemen of the jury, Mr. Poersch.
- 8 A. Okay. "I liked him at one time, but I'm basically
- 9 disgusted now, to be honest with you. Some of the things he
- 10 | said recently, I have changed my tune completely about this
- 11 quy -- he went on explaining why Moore no longer appeals to
- 12 him. When I heard what he said on Hannity the other night, he
- 13 | said -- referring to an appearance Moore made on Sean
- 14 Hannity's radio show last Friday -- I almost stood straight
- 15 up. The thing about how he's never dated anybody without
- 16 their mother's permission, that appalled me. That made me
- 17 want to throw up. Why would you need someone's permission to
- 18 date somebody? I'm probably going to write in Luther
- 19 Strange."
- 20 Q. Okay. The police officer in that quote, he didn't say
- 21 anything about soliciting sex, did he?
- 22 A. I don't see it in this quote, no.
- 23 Q. No. And he didn't say anything about soliciting sex
- 24 from young girls at the mall. He was talking about something
- 25 that Judge Roy Moore said on the Hannity show about asking a

- girl's mother for permission before he dated her.
- 2 A. That's what you have pulled up here.
- 3 Q. And that was what caused him to be disgusted; isn't
- 4 that correct?
- 5 A. That's what you have bolded here in this part, yes.
- 6 Q. Now, you did say also that he had heard that he had
- 7 been banned from the mall and that he voted for him, that he
- 8 liked him at one time. He was disgusted, but what he said was
- 9 the thing about how he's never dated anybody about their
- 10 mother's permission, there is a difference between asking a
- 11 girl on a date, asking their mother for a date, and soliciting
- 12 sex, isn't there, Mr. Poersch?
- 13 A. There -- I think for -- I think for many people,
- 14 there's a difference here, but given the context, given the
- 15 case history, if you will, it's more than fair to ask of
- 16 Mr. Moore as to whether there was a -- whether that difference
- 17 was important.
- 18 Q. Well, let me ask you this: When you published the ad
- 19 that you published --
- 20 A. Yep.
- 21 Q. -- wouldn't it have been more accurate to say -- you
- 22 know, isn't it true that you conflated dating a young girl
- 23 with soliciting a young girl for sex? Isn't it true that you
- 24 have conflated approaching a young girl and buying her a Coke
- 25 or saying she was pretty was soliciting her for sex?

- 1 A. No, I don't think we did, sir.
- 2 Q. Okay.
- 3 A. Not given the number of stories that were out there,
- 4 no.
- 5 Q. And you don't think that that quote taken in that
- 6 context is unfairly placed in that ad?
- $7 \mid A$ . I don't.
- 8 Q. All right.
- 9 (Brief pause)
- 10 Q. (By Mr. Wittenbrink) Okay. Mr. Poersch -- highlight
- 11 that "common knowledge." Common knowledge. It was common
- 12 knowledge. Right there (indicating).
- 13 A. Can you bold it again, too, please?
- 14 Q. That's what we are trying to do. Okay.
- "It was common knowledge that Roy dated high school
- 16 girls. Everyone we knew thought it was weird. We wondered
- 17 why someone his age would hang out at high school football
- 18 games and at the mall, but you really wouldn't say anything to
- 19 someone like that."
- 20 Let me ask you this: Did Teresa Jones say that he
- 21 was soliciting sex from high school girls?
- 22 A. It's not in that quote, no. I remember seeing that
- 23 quote, but no, she doesn't say it in that quote, no.
- 24 Q. It doesn't say he was banned from the mall for
- 25 soliciting sex from high school girls.

A. No.

1

- 2 Q. In fact, she's not part of that quote talking about
- 3 being banned from the mall, is she?
- 4 A. She's talking about that part where she found it and
- 5 many others in the community found it strange that he -- that
- 6 Moore kept showing up in the mall, and she leaves it at that.
- 7 What she doesn't --
- 8 Q. Let me ask you this.
- 9 A. Yes, sir.
- 10 Q. Teresa Jones was a deputy prosecutor.
- 11 A. Yep. That's what it says.
- 12 Q. Do you think that someone would have been told at the
- 13 prosecutor's office that Mr. Moore had been banned from the
- 14 mall for soliciting sex?
- 15 A. It doesn't say where she was deputy district attorney,
- 16 so I don't even know that.
- 17 Q. Well, doesn't it imply that that's where she -- it
- 18 says, "A former prosecutor who worked alongside Moore in the
- 19 early 1980s" --
- 20 A. Oh, that wasn't bolded. Sorry. That wasn't bolded.
- 21 Sorry.
- 22 Q. Yeah, we can bold that. Go ahead and bold that for
- 23 | him.
- 24 A. I see it now.
- 25 Q. So she knew him as being a prosecutor. He was a deputy

- prosecutor like she was. She worked alongside him.
- 2 A. Yeah.
- 3 Q. Do you think if he had been banned from the mall that
- 4 she would have known it?
- 5 A. Well, you are reading a lot into that quote, sir. It
- 6 also doesn't say that she didn't know it.
- 7 Q. Well, let me ask you this: Do you think if it was
- 8 known by the district attorney that Judge Moore had been
- 9 banned from the mall for soliciting sex, do you think the
- 10 district attorney would have countenanced that activity? Do
- 11 you think that would have been okay?
- 12 A. Well, I have to tell you, I don't even know from
- 13 reading this quote where she was the district attorney from.
- 14 Again, I'm not trying to be evasive, but it doesn't say, sir.
- 15 Q. Sir, it does say in the quote that she was a former
- 16 prosecutor who worked alongside Moore in the early 1980s --
- 17 A. Who knew him back in the day. That's --
- (Simultaneous speakers)
- (Court reporter interruption)
- 20 MR. WITTENBRINK: I apologize, ma'am.
- 21 THE WITNESS: Sorry.
- 22 THE COURT: Mr. Wittenbrink first.
- 23 MR. WITTENBRINK: Okay.
- 24 THE COURT: And then Mr. Poersch can answer.
- 25 Q. (By Mr. Wittenbrink) Okay. Mr. Poersch, it does say

- 1 that she was a former prosecutor who worked alongside Moore in
- 2 the early 1980s who told CNN at the time that Moore dated high
- 3 school girls. Common knowledge. We all thought it was weird.
- 4 Okay.
- 5 But do you think that if she knew that Roy Moore had
- 6 been banned from the mall, that the district attorney wouldn't
- 7 have known?
- 8 Does that make any sense to you, Mr. Poersch?
- 9 A. I -- I think her point of view here is important, and
- 10 it's valid. I can't speak to what she didn't say, sir.
- 11 Q. Okay.
- 12 A. I just don't have that information. I can't speak to
- 13 what she didn't say.
- 14 Q. Does it make sense to you that -- she's talking about
- 15 how important Mr. Moore was. Does it make sense to you that
- 16 he could be banned from the mall and people wouldn't know it
- 17 in his position?
- 18 A. There -- if -- if what you are telling me is she was
- 19 the district attorney at the same time and that she didn't
- 20 know, I suppose that's unusual if she was -- I don't even know
- 21 if she was know privy to the case, part of it. It seems to me
- 22 that she's speaking as a member of the community and saying,
- 23 You know what, everybody knew in the community that it was
- 24 pretty weird. He was wandering around the mall. That's what
- 25 I take from that, sir. I don't -- I don't know what else you

- 1 are trying to get me to glean from it because I think that's
- 2 what is there in the quote.
- 3 Q. Okay. So that's clearly what is there, but what is not
- 4 there is the idea that she worked alongside Judge Roy Moore in
- 5 the 1980s as a district attorney. And if she thought it was
- 6 weird that he was dating high school girls, she would think it
- 7 was really bad and weird if he was soliciting sex. Don't you
- 8 think?
- 9 A. It's possible. But, again, I can't tell you what she
- 10 didn't say.
- 11 Q. It's impossible to know. Is that your position?
- 12 A. It's certainly not stated here, yes, sir.
- 13 Q. Okay. Does it make any sense to you? It was already
- 14 clear that she thought it was weird. Why wouldn't she have
- 15 reported him for soliciting sex?
- 16 A. Yeah. It -- again, I don't know the context of her
- 17 history here. Not -- I apologize. I am not trying to be
- 18 evasive. I just -- I think I'm answering your question as
- 19 best as I can.
- 20 Q. Mr. Poersch, in the context of political campaigns, you
- 21 gave a quote to C-SPAN back in -- when was that -- 2017. This
- 22 was right around the time you became the president of the
- 23 | Senate Majority PAC; isn't that right? When did you become
- 24 the president?
- 25 A. April of 2017.

- 1 Q. April. So April right before this very important
- 2 election?
- 3 A. Yeah. It's --
- 4 Q. Isn't it true that you told C-SPAN in an interview with
- 5 regard to political campaigns that you guys do whatever it
- 6 takes to win. Isn't that correct?
- 7 A. We don't do whatever it takes to win.
- 8 Q. Okay. I would like to play that clip, please.
- 9 MR. WITTENBRINK: And, Judge, this is for
- 10 impeachment. It is not a previously provided exhibit.
- 11 Mr. Ragsdale, do you want to see this clip? Are you
- 12 aware of it?
- 13 MR. RAGSDALE: I've seen it.
- 14 MR. WITTENBRINK: Okay. Go ahead and play it.
- 15 (Video played)
- 16 "MR. POERSCH: We are interested in winning, and we
- 17 do what we need to in order to win."
- (Video stopped)
- 19 Q. (By Mr. Wittenbrink) That's you quoting that, isn't it,
- 20 Mr. Poersch?
- 21 A. Yeah, but that's -- I recall that conversation. That's
- 22 about our role in campaigns, how we show up.
- 23 0. Sure.
- 24 A. And, you know, we certainly do everything we can to
- 25 help our campaigns win, but we follow the rules, sir.

```
Okay.
 1
   0.
          We do.
 2
   Α.
 3
          All right.
   Ο.
          And that would never be my implication -- or my
 4
   Α.
 5
   intention to state otherwise.
 6
             MR. WITTENBRINK: That's all I have for this
 7
   witness, Judge.
 8
             THE COURT: Mr. Ragsdale?
 9
                            Whew. Sorry. I didn't mean to do
             MR. RAGSDALE.
   that out loud.
10
11
             This is not our laptop, is it?
12
             I don't know whose -- is this yours?
13
             MR. WITTENBRINK: Oh, my gosh. That's mine. Sorry.
14
   Judge, I'm taking over here -- I'm leaving all my
15
   proprietary --
16
             MR. RAGSDALE: That's mine.
17
             MR. WITTENBRINK:
                                That's my pen. Can you check that
18
   document you've got inside there and make sure I didn't stick
19
   something in there?
20
             MR. RAGSDALE: No.
                                 It's mine. I promise.
21
             MR. WITTENBRINK: All right.
22
             THE COURT: All right. You can proceed.
23
             MR. RAGSDALE: Put up Number 4. And let's go to the
24
   second page. And would you highlight the paragraph that says
25
    "Greg Legat"? And actually, the next paragraph, if you would.
```

## RECROSS-EXAMINATION

2 BY MR. RAGSDALE:

1

- 3 Q. And, Mr. Poersch, this -- first of all, this article,
- 4 just so that everybody can follow along, do you know the date
- 5 of this article?
- 6 A. Off the -- no, sir, I don't.
- 7 Q. Sorry.
- 8 A. That's okay.
- 9 Q. I did that to you. I am going to represent to you it
- 10 is November 13th, okay?
- 11 A. Okay.
- 12 Q. That's before our ad was run, right?
- 13 A. Right.
- 14 Q. Two full weeks, right?
- 15 A. Right. November 27th, the ad ran.
- 16 Q. Okay. And in this report, it quotes a guy named Greg
- 17 Legat. Do you know Mr. Legat?
- 18 A. No. I don't think I do, no.
- 19 Q. Okay. And Mr. Legat said that he had -- that he saw
- 20 | Moore there a few times, even though his understanding then
- 21 was that he had already been banned. "'It started around
- 22 1979, I think, 'Legat said. 'I know the ban was still in
- 23 place when I got there.' Legat recalled a Gadsden police
- 24 officer named J.D. Thomas, now retired, who worked security at
- 25 the mall, 'J.D. was a fixture there when I was working at the

```
store, 'Legat said. 'He really looked after the kids there.
   He was a good guy. J.D. told me, If you see Roy, let me know.
 2
 3
   He's banned from the mall."
 4
             Did I read that correctly?
 5
          Yes, you did.
   Α.
 6
          And was this one of the articles on which SMP relied in
 7
   running that ad?
 8
          This was one of the statements or testimony we had seen
   Α.
 9
   earlier, yes.
10
          And just so we are clear, this quotes not only
   Mr. Legat but a former Gadsden police officer that told
11
12
   Mr. Legat that Mr. Moore had been banned from the mall, right?
13
          As stated in this story, yes.
14
             MR. RAGSDALE: That is all I have, Your Honor.
15
             THE COURT: Mr. Wittenbrink?
16
             MR. WITTENBRINK: Yes, Your Honor.
17
             Judge, I would just like to repeat the instruction
18
   to the jury that none of these things are offered for the
19
   truth of what they say. The truth -- in fact, this is double
2.0
   hearsay, which they would never see or hear but for the
21
   publication of these articles.
22
             THE COURT:
                         Hold on.
23
             MR. RAGSDALE:
                             Sorry.
24
             THE COURT: Yes, the exhibit is already admitted, so
25
   this is not an objection as to whether or not it could be
```

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read.
 1
 2
              The point, ladies and gentlemen, as I have told you
 3
   from the beginning is these articles were not given to you so
 4
   that you could determine whether or not the allegations were
 5
   true based on what people have previously said. They are
 6
   given to you to determine or to prove or disprove whether or
 7
   not the defendants knew that the ad they made, particularly
 8
   the combined statements, conveyed a message that was either
   false or that they were reckless in disregarding whether it
 9
   was false or not. Understood?
10
11
              Any further questions, Mr. Wittenbrink?
12
              MR. WITTENBRINK:
                                That's all I have, Judge.
13
              THE COURT: All right. Before we take our last
14
   break of the day, let me ask the jury this: Who is driving
15
   the farthest? Do we have Marshall County, the Albertville,
16
   Arab area? Are y'all comfortable starting at 8:30?
17
              Y'all had to get her at 8:15 today, right?
18
   everybody else okay with 8:30 tomorrow?
19
              All right.
                          It is 4:20 now. We are going to come
20
   get you at 4:30. In the meantime, I am going to talk some
21
   planning and scheduling with the attorneys, so we will see you
22
   in about ten minutes.
23
         (Jury out at 4:20 \text{ p.m.})
24
              THE COURT: You can go back to your seat at the
25
   table.
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1
          (Witness excused)
 2
             THE COURT: All right. Y'all can be seated. Who is
 3
   going to be our next witness?
             MR. WITTENBRINK: The first witness we have in the
 4
 5
   morning, Judge, is Barbara Robinson -- Brenda Boyle. I'm
 6
   sorry. Not Barbara Robinson.
 7
             THE COURT: Do you have anybody else you are going
 8
   to put on today?
 9
             MR. WITTENBRINK: I don't have anybody else that
10
   I was going to put on today.
11
             THE COURT: Well, I should have just sent them home.
12
             MR. WITTENBRINK: I thought that -- well, I thought
13
   that's what you were getting ready to do.
14
             THE COURT: That's fine. We will bring them back in
15
   in a minute. Then let's talk about tomorrow.
16
             MR. WITTENBRINK: We have about --
17
             THE COURT: So Boyle first.
18
             MR. WITTENBRINK: Boyle first. Where is my list?
   Hold on a second. I have it all written down.
19
2.0
             We have about ten witnesses for tomorrow. Most of
21
   them are going to be fairly brief, but I think that we will
22
   get through all of them.
23
             The first one is going to be Brenda Boyle. After
24
   that, I believe we have --
25
             MR. MOORE: Your Honor, we have got several
```

```
1
   character witnesses. We haven't determined, but we are going
 2
   to get several character witnesses off very quickly.
 3
             THE COURT:
                        Okay.
 4
             MR. MOORE: We're going to have a couple other
 5
   witnesses very quickly. I think we can have approximately ten
 6
   witnesses tomorrow. It shouldn't --
 7
             THE COURT: I am pulling the slideshow back up now
 8
   so we can see the names, if that helps.
 9
             MR. WITTERNBRINK: Okay. That's good.
10
             THE COURT: All right.
11
             MR. WITTENBRINK: Okay. So for tomorrow, we had
   Brenda Boyle, then Johnny Adams. Then we are going to have
12
13
   three -- Toni Martin, Genia Craft, and Connie Wilkerson.
14
             THE COURT: Martin, Wilkerson, and Craft of the
15
   character, okay.
16
             MR. WITTENBRINK: Okay. And then Kayla Moore and --
17
   Heather Moore and then Kayla Moore.
18
             THE COURT:
                         Okay.
19
             MR. WITTENBRINK: And I believe that we will go
20
   through all of those, and then the next day we will have --
21
             MR. MOORE: Kayla Moore will go first.
22
             MR. WITTENBRINK: Either one.
23
             THE COURT: All right. So tomorrow, Defendants be
   prepared for Brenda Boyle, Johnny Adams, and then on the
25
   character side, Toni Martin, Connie Wilkerson, Genia Craft.
```

```
1
   And then with the remaining time, Kayla Moore, Heather Mayo,
 2
   correct?
 3
                               That's correct, Judge.
             MR. WITTENBRINK:
 4
             THE COURT: Okay. That would leave us with the
 5
   plaintiff, potentially J.B. Jeffers, Terry White, and then
   Flannagan and Holifield.
 6
 7
             MR. WITTENBRINK: Flannagan and Holifield.
 8
             THE COURT: So we are probably looking at, depending
 9
   on how long the plaintiff's testimony takes, your case lasting
10
   through the end of Wednesday.
11
             MR. MOORE: Maybe not that long.
12
             MR. WITTENBRINK: Maybe not that long.
13
             THE COURT: All right. So start preparing for your
14
   case to be on Wednesday. We definitely won't finish tomorrow,
15
   but be ready to have a witness to go Wednesday, all right?
16
             MR. RAGSDALE: The only thing I would ask, Your
17
   Honor -- these witnesses, I think, went quicker than maybe
18
   Mr. Wittenbrink anticipated. We have eight witnesses for
19
   tomorrow that are going to be quick.
20
             Is the plan, then, to put the plaintiff on, or what
21
   happens if we get through these eight and --
22
             THE COURT: Yeah, let's have people ready. I have
23
   got seven for tomorrow, so I may have missed one.
24
             MR. WITTENBRINK: Okay. Well, then at that point --
25
             THE COURT: We will know by lunch tomorrow, I'm
```

```
1
   sure.
 2
             MR. WITTENBRINK: Yeah. I don't want to -- I want
 3
   to put the plaintiff on last, Judge.
 4
             THE COURT:
                         I know strategically that -- I assumed
 5
   you were going to keep him for last or him and then Jeffers
 6
   and White, but -- all right. So let's at lunch tomorrow
 7
   discuss how quickly things have gone, if you may need to call
 8
   one or two others tomorrow.
 9
             MR. WITTENBRINK: All right.
10
             THE COURT: All right?
11
             MR. WITTENBRINK: Yes, Your Honor.
12
             THE COURT: All right. Tomorrow, 8:30 ready to
13
   start. Everybody understand?
14
             MR. RAGSDALE: Yes, sir.
15
             THE COURT: Ms. Sarah, let's bring them back early.
16
   They will like that.
17
             MR. RAGSDALE: Can I get credit for it or --
18
             THE COURT: I will give you both credit for it as I
19
   always do.
20
         (Jury in at 4:25 p.m.)
21
             THE COURT: Everyone may be seated. I did not give
   you the full ten minutes that I promised, but I have a good
23
            So I have had a discussion with the attorneys, and we
24
   have made very good progress today. We have been able to get
25
   through things we needed to do today very efficiently. And
```

```
1
   because of that, I am going to let you go home early today.
 2
   So that's all you are going to hear for today.
 3
              We are going to start back tomorrow at 8:30 a.m.
 4
   The bad news is, is I don't get to furnish lunch for you
 5
   tomorrow. You will have lunch on your own.
 6
              Otherwise, it will be just like today. We will
 7
   start at 8:30 and go until sometime around 5:00 o'clock
 8
   tomorrow.
 9
              In the meantime, while you are gone, please remember
   your earlier instructions: Don't discuss the case with
10
11
   anyone, whether it is each other, a spouse, relative. Don't
12
   look up anything tonight about the case or the parties or any
13
   of the venues where things may or may not have happened.
14
   Understood?
15
              Get a good night's sleep, and we will see you back
16
   tomorrow.
17
         (Jury out at 4:27 p.m.)
18
              THE COURT: Y'all can be seated.
19
             Mr. Wittenbrink, anything you need to bring up
   before we take off for the day?
20
21
              MR. WITTENBRINK: I think that's all we have, Judge.
22
              THE COURT: Mr. Ragsdale?
23
              MR. RAGSDALE: Nothing -- oh, wait. Maybe, yes.
24
              I guess I'm not entirely clear about the polygraph
25
   reference.
                If we have beaten that horse, I don't want to do
```

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it again. We did do a brief on the admissibility.
 1
 2
             THE COURT: Okay. If you want to give it to Mindy,
 3
   that's great.
 4
             MR. RAGSDALE: Do we have more than one copy?
 5
             MS. JOHNSON: Yes.
                                 To give right now?
 6
             THE COURT:
                         I mean, the best thing to do is just to
 7
   e-mail it the same way we have been doing everything.
 8
             MS. JOHNSON: We can do that, yeah.
 9
                         That's fine.
             THE COURT:
10
             MR. WITTENBRINK: All right. And, Judge, we will
11
   find anything we can on simply mentioning it as opposed to
12
   verifying it.
13
             THE COURT: That's fine as well. It does not appear
14
   that Mr. Moore will testify until Wednesday, so as long as I
15
   get that by lunch tomorrow, that will give me time to look at
16
   everything.
17
             MR. WITTENBRINK:
                               Great.
18
             MR. RAGSDALE: Thank you, Your Honor.
19
             THE COURT: All right. Y'all are free to go.
20
         (Proceedings adjourned at 4:28 p.m.)
21
22
23
24
25
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## CERTIFICATE I certify that the foregoing is a correct transcript to the best of my ability from the record of proceedings in the above-entitled matter. So certified on this date, September 11, 2022. Carrie M. Robinson, RPR, CRR, CRI Federal Official Court Reporter